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CONTENTS

Business Communication

Business Communications (Prof Ref)................................. 21
Business Communications - Special Topics.......................... 20
Business Communications - Supplements............................ 19
Business English ................................................................. 18
Business Writing ................................................................. 19
Grammar .............................................................................. 18
International Business Communication.............................. 17
Interpersonal Skills .............................................................. 23
Introduction to Business Communication........................... 11
Leadership Communication .................................................. 17
Managerial Communication .................................................. 15

Business Law

Business Law ........................................................................... 27
Cyberlaw ................................................................................. 37
Employment Law ................................................................. 36
International Business Law.................................................... 35
Legal Environment of Business ............................................. 33

E-Commerce

Business Process & Re-engineering ....................................... 42
Customer Relations Management ......................................... 50
Cyberlaw and Ethics ............................................................. 44
Cyberpreneurship ................................................................. 44
E-Commerce Cases Book ..................................................... 45
Internet Marketing ............................................................... 43
Introduction to E-Commerce ................................................ 41
Logistics & Supply Chain Management (Prof Ref) ................. 50
Knowledge Management ..................................................... 45
Professional E-Commerce .................................................... 50
Purchasing and Supply Chain Management .......................... 45
Risk Management ............................................................... 44
Strategy ................................................................................ 44
Technology / Infrastructure .................................................. 41

Management

Business and Society ............................................................. 111
Business Environment .......................................................... 142
Business Ethics ................................................................. 113
Business in Asia ................................................................. 107

Business Policy & Strategic Management - Cases ............ 140
Business Policy & Strategic Management - Software .......... 141
Business Policy & Strategic Management - Textbooks ....... 131
Change ................................................................................ 119
Compensation ..................................................................... 97
Employee Benefits ............................................................... 143
Entrepreneurship ................................................................. 128
Entrepreneurship (Prof Ref) ............................................... 165
Entrepreneurship - Supplements ...................................... 131
Human Relations ................................................................. 80
Human Resource Management / Leadership (Prof Ref) .. 150
Human Resource Management - Supplements ................. 94
Human Resource Management - Textbooks ....................... 83
Human Resource Strategy ..................................................... 95
International Business - Supplements ............................... 106
International Business Supplements (Prof Ref) ................. 164
International Business - Textbooks ..................................... 101
International Human Resource Management ..................... 100
International Management ................................................... 108
International Organizational Behavior ............................... 79
Knowledge Management (Prof Ref) ................................. 166
Labor Relations & Collective Bargaining .......................... 98
Leadership ......................................................................... 120
Leadership (Prof Ref) ......................................................... 148
Management & Organizational Behavior Combination .... 79
Management Skills ............................................................. 81
Management Skills (Prof Ref) ............................................. 152
Negotiation .......................................................................... 124
Organizational Behavior - Supplements ......................... 124
Organizational Behavior - Textbooks ................................. 69
Organization Development ................................................... 118
Principles of Management - Supplements ....................... 66
Principles of Management - Textbooks ............................... 55
Small Business Management ............................................. 126
Special Topics in Management ........................................... 147
Staffing ................................................................................ 96
Strategic Management (Prof Ref) ....................................... 160
Supervision ......................................................................... 68
Technology & Innovation .................................................... 144
Training and Development .................................................. 98
CONTENTS

Business Administration
Introduction to Business - Textbooks........................................ 169

Keyboarding & Office Technology
Customer Service............................................................... 176
Keyboarding ................................................................. 175
Keyboarding Advanced..................................................... 176

Management Information System
Advanced MIS ................................................................ 192
Computers in Society / Computer Ethics ......................... 193
Database Management .................................................. 186
Database Management (Prof Ref) ................................... 197
Data Communications / Telecommunications / Office Systems
Data Mining .................................................................... 196
Decision Support Systems ............................................. 191
Enterprise Resource Planning ....................................... 195
Introduction to Information Systems ................................. 181
Management Information Systems .................................. 183
Object-Oriented System Analysis & Design ...................... 189
Project Management ....................................................... 192
System Analysis & Design ................................................ 188

Marketing
Advertising & Promotion (Prof Ref) ......................... 250
Advertising & Promotion / IMC ..................................... 223
Business to Business .................................................... 231
Consumer Behavior ...................................................... 214
Customer Relation Management ...................................... 245
Customer Relation Management (Prof Ref) .................... 253
Direct Marketing .......................................................... 242
Fashion Merchandising ................................................. 247
International Marketing .................................................. 237
Internet Marketing ........................................................ 243
Introductory Marketing - Supplement .......................... 210
Logistics ........................................................................... 234
Marketing (Prof Ref) ...................................................... 248
Marketing Management - Text ........................................ 216
Marketing Management - Text & Cases ......................... 220
Marketing Planning ......................................................... 242
Marketing Principles ...................................................... 203
Marketing Research ......................................................... 211
Marketing - Software ...................................................... 211
New Product Management ............................................. 233
Product Design ............................................................. 234
Product Management ...................................................... 233
Product Management (Prof Ref) .................................... 252
Public Relations ............................................................ 244
Retail Management ......................................................... 236
Sales Management ........................................................ 230
Selling .......................................................................... 227
Selling (Prof Ref) ............................................................ 251
Services Marketing .......................................................... 240
Special Topics in Marketing .......................................... 246
Strategic Marketing - Cases ........................................... 223
Strategic Marketing - Text ............................................. 220
Strategic Marketing - Text & Cases ................................. 222
Travel and Tourism ......................................................... 244

Indexes
Author Indexes .............................................................. 269
Title Indexes ................................................................. 255
# NEW TITLES

## BUSINESS COMMUNICATION

### 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>M: Business Communication</td>
<td>Flatley</td>
<td>9780073377810</td>
<td>11</td>
</tr>
</tbody>
</table>

### 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Communication, 5e</td>
<td>Argenti</td>
<td>9780073377735</td>
<td>15</td>
</tr>
<tr>
<td>Interpersonal Skills in Organizations, 3e</td>
<td>De Janasz</td>
<td>9780073405018</td>
<td>23</td>
</tr>
<tr>
<td>Business Communication: Building Critical Skills, 4e</td>
<td>Locker</td>
<td>9780073377728</td>
<td>11</td>
</tr>
<tr>
<td>Professional Communication [India]</td>
<td>Koneru</td>
<td>9780070660021</td>
<td>20</td>
</tr>
</tbody>
</table>

## BUSINESS LAW

### 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic Business Law: The Essentials</td>
<td>Kubasek</td>
<td>9780073377681</td>
<td>27</td>
</tr>
<tr>
<td>Business Law: The Ethical, Global and E-Commerce Environment, 14e</td>
<td>Mallor</td>
<td>9780073377643</td>
<td>27</td>
</tr>
<tr>
<td>The Legal and Regulatory Environment of Business, 15e</td>
<td>Reed</td>
<td>9780073377667</td>
<td>33</td>
</tr>
<tr>
<td>Employment Law: Going Beyond Compliance to Engagement and Empowerment</td>
<td>Twomey</td>
<td>9780073026978</td>
<td>36</td>
</tr>
</tbody>
</table>

### 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law for Business, 10e</td>
<td>Barnes</td>
<td>9780073524931</td>
<td>28</td>
</tr>
<tr>
<td>Fundamentals of Business Law, 6e [Aust]</td>
<td>Barron</td>
<td>9780070139008</td>
<td>31</td>
</tr>
<tr>
<td>Employment Law for Business, 6e</td>
<td>Bennett-Alexander</td>
<td>9780073377636</td>
<td>36</td>
</tr>
<tr>
<td>Roundtable Viewpoints: Business Law</td>
<td>Browne</td>
<td>9780073527291</td>
<td>30</td>
</tr>
<tr>
<td>Employment Law: An Introduction for HR and Business Students, 2e [UK]</td>
<td>Daniels</td>
<td>9781843981886</td>
<td>37</td>
</tr>
<tr>
<td>Dynamic Business Law</td>
<td>Kubasek</td>
<td>9780073524917</td>
<td>29</td>
</tr>
<tr>
<td>Law, Business and Society, 9e</td>
<td>McAdams</td>
<td>9780073377650</td>
<td>33</td>
</tr>
</tbody>
</table>
## NEW TITLES

### E-COMMERCE

#### 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supply Chain Logistics Management, 3e</td>
<td>Bowersox</td>
<td>9780073377872</td>
<td>45</td>
</tr>
<tr>
<td>Supply Management, 8e</td>
<td>Burt</td>
<td>9780073381459</td>
<td>46</td>
</tr>
</tbody>
</table>

#### 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic Commerce: Framework, Technologies, and Applications, 3e [India]</td>
<td>Bhasker</td>
<td>9780070264328</td>
<td>41</td>
</tr>
<tr>
<td>Matching Supply with Demand: An Introduction to Operations Management, 2e</td>
<td>Cachon</td>
<td>9780073525167</td>
<td>46</td>
</tr>
<tr>
<td>Logistics &amp; Supply Chain Management [UK]</td>
<td>Jonsson</td>
<td>9780077117382</td>
<td>47</td>
</tr>
</tbody>
</table>

### MANAGEMENT

#### 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Business, 12e</td>
<td>Ball</td>
<td>9780073381404</td>
<td>101</td>
</tr>
<tr>
<td>Human Resource Management, 5e</td>
<td>Bernardin</td>
<td>9780073381435</td>
<td>83</td>
</tr>
<tr>
<td>Managing Human Resources, 8e</td>
<td>Cascio</td>
<td>9780073530260</td>
<td>83</td>
</tr>
<tr>
<td>Organizational Behavior: Essentials for Improving Performance and Commitment</td>
<td>Colquitt</td>
<td>9780078112553</td>
<td>69</td>
</tr>
<tr>
<td>The Global Challenge: International Human Resource Management, 2e</td>
<td>Evans</td>
<td>9780073530376</td>
<td>100</td>
</tr>
<tr>
<td>Business Ethics, 2e</td>
<td>Ghillyer</td>
<td>9780073377100</td>
<td>113</td>
</tr>
<tr>
<td>Human Resource Management, 11e</td>
<td>Ivancevich</td>
<td>9780073381466</td>
<td>83</td>
</tr>
<tr>
<td>Human Relations, 4e</td>
<td>Lamberton</td>
<td>9780073377049</td>
<td>80</td>
</tr>
<tr>
<td>Negotiation, 6e</td>
<td>Lewicki</td>
<td>9780073381206</td>
<td>124</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 09/10, 18e</td>
<td>Maidment</td>
<td>9780073528533</td>
<td>94</td>
</tr>
<tr>
<td>Organizational Behavior, 5e</td>
<td>McShane</td>
<td>9780073381237</td>
<td>70</td>
</tr>
<tr>
<td>Annual Editions: Business Ethics 09/10, 21e</td>
<td>Richardson</td>
<td>9780073528557</td>
<td>113</td>
</tr>
<tr>
<td>Crafting and Executing Strategy: The Quest for Competitive Advantage, Concepts and Cases, 17e</td>
<td>Thompson</td>
<td>9780073530420</td>
<td>131</td>
</tr>
<tr>
<td>Crafting and Executing Strategy: Text and Readings, 17e</td>
<td>Thompson</td>
<td>9780077247690</td>
<td>132</td>
</tr>
</tbody>
</table>

#### 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Human Resource Management [UK CIPD]</td>
<td>ACHR</td>
<td>9781843981718</td>
<td>85</td>
</tr>
<tr>
<td>International Business, 3e [India]</td>
<td>Aswathappa</td>
<td>9780070221642</td>
<td>104</td>
</tr>
<tr>
<td>Management: Leading &amp; Collaborating in the Competitive World, 8e</td>
<td>Bateman</td>
<td>9780073381428</td>
<td>55</td>
</tr>
<tr>
<td>M: Management</td>
<td>Bateman</td>
<td>9780077258399</td>
<td>56</td>
</tr>
<tr>
<td>Employment Relations: Theory &amp; Practice [Aust]</td>
<td>Bray</td>
<td>9780070135321</td>
<td>86</td>
</tr>
</tbody>
</table>
# MANAGEMENT

## 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Management of Technology and Innovation, 5e</td>
<td>Burgelman</td>
<td>9780073381541</td>
<td>144</td>
</tr>
<tr>
<td>Small Business Management: An Entrepreneur’s Guidebook, 6e</td>
<td>Byrd</td>
<td>9780073405070</td>
<td>126</td>
</tr>
<tr>
<td>Organizational Behavior: Improving Performance and Commitment in the Workplace</td>
<td>Colquitt</td>
<td>9780073530086</td>
<td>70</td>
</tr>
<tr>
<td>Entrepreneurship and Small Firm, 5e [UK]</td>
<td>Deakins</td>
<td>9780077121624</td>
<td>128</td>
</tr>
<tr>
<td>Interpersonal Skills in Organizations, 3e</td>
<td>De Janasz</td>
<td>9780073405018</td>
<td>81</td>
</tr>
<tr>
<td>An Introduction to Business Ethics, 3e</td>
<td>DesJardins</td>
<td>9780073386584</td>
<td>114</td>
</tr>
<tr>
<td>International Business [Aust]</td>
<td>Dowling</td>
<td>9780074717547</td>
<td>101</td>
</tr>
<tr>
<td>Labor Relations, 10e</td>
<td>Fossum</td>
<td>9780073530239</td>
<td>98</td>
</tr>
<tr>
<td>Essentials of Strategic Management: The Quest for Competitive Advantage</td>
<td>Gamble</td>
<td>9780073530307</td>
<td>133</td>
</tr>
<tr>
<td>Management: A Real World Approach</td>
<td>Ghillyer</td>
<td>978007377018</td>
<td>57</td>
</tr>
<tr>
<td>Organizations: Behavior, Structure, Processes, 13e</td>
<td>Gibson</td>
<td>9780073381305</td>
<td>71</td>
</tr>
<tr>
<td>Human Resource Management for MBA Students [UK]</td>
<td>Henderson</td>
<td>9781843981473</td>
<td>87</td>
</tr>
<tr>
<td>Staffing Organizations, 6e</td>
<td>Heneman III</td>
<td>9780073530277</td>
<td>96</td>
</tr>
<tr>
<td>Global Business Today, 6e</td>
<td>Hill</td>
<td>9780073381398</td>
<td>102</td>
</tr>
<tr>
<td>International Business, 7e</td>
<td>Hill</td>
<td>9780073381343</td>
<td>103</td>
</tr>
<tr>
<td>Leadership: Enhancing the Lessons of Experience, 6e</td>
<td>Hughes</td>
<td>9780073405049</td>
<td>120</td>
</tr>
<tr>
<td>Contemporary Management, 6e</td>
<td>Jones</td>
<td>9780073530437</td>
<td>58</td>
</tr>
<tr>
<td>Essentials of Contemporary Management, 3e</td>
<td>Jones</td>
<td>9780073530246</td>
<td>59</td>
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<td>9780073381473</td>
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<tr>
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<td>Palmer</td>
<td>9780077119720</td>
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<td>Pearce</td>
<td>9780073368122</td>
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</table>
## NEW TITLES

### MANAGEMENT 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
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<th>Page</th>
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<td>Phatak</td>
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<td>9780073381503</td>
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<td>9780070263635</td>
<td>89</td>
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<td>Behavior in Organizations, 9e</td>
<td>Shani</td>
<td>9780073404936</td>
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<td>Timmons</td>
<td>9780073381558</td>
<td>129</td>
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<td>Principles of Management, 4e [India]</td>
<td>Tripathi</td>
<td>9780070220881</td>
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<td>Leading Corporate Citizens: Vision, Values, Value Added, 3e</td>
<td>Waddock</td>
<td>9780073381527</td>
<td>112, 121</td>
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<td>Modern Competitive Strategy, 3e</td>
<td>Walker</td>
<td>9780073381381</td>
<td>137</td>
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</tbody>
</table>

### BUSINESS ADMINISTRATION 2009

<table>
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<tr>
<th>Title</th>
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<th>ISBN-13</th>
<th>Page</th>
</tr>
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<td>Introduction to Business</td>
<td>Dias</td>
<td>97800733736998</td>
<td>169</td>
</tr>
<tr>
<td>Business: A Changing World, 7e</td>
<td>Ferrell</td>
<td>9780073511726</td>
<td>170</td>
</tr>
<tr>
<td>M: Business</td>
<td>Ferrell</td>
<td>9780077251369</td>
<td>170</td>
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</table>

### KEYBOARDING & OFFICE TECHNOLOGY 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
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<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service Skills for Success, 4e</td>
<td>Lucas</td>
<td>9780073545448</td>
<td>176</td>
</tr>
</tbody>
</table>
## MANAGEMENT INFORMATION SYSTEMS

### 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
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<tbody>
<tr>
<td>Annual Editions: Computers in Society 09/10, 15e</td>
<td>De Palma</td>
<td>9780073528540</td>
<td>193</td>
</tr>
</tbody>
</table>

### 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
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<tbody>
<tr>
<td>Corporate Information Strategy and Management: Text and Cases, 8e</td>
<td>Applegate</td>
<td>9780073402932</td>
<td>192</td>
</tr>
<tr>
<td>Business Driven Information Systems, 2e</td>
<td>Baltzan</td>
<td>9780073376738</td>
<td>181, 183</td>
</tr>
<tr>
<td>Business Driven Technology, 3e</td>
<td>Baltzan</td>
<td>9780073376745</td>
<td>183</td>
</tr>
<tr>
<td>Essentials of Business Driven Information Systems</td>
<td>Baltzan</td>
<td>9780073376721</td>
<td>181</td>
</tr>
<tr>
<td>Information Systems Essentials, 3e</td>
<td>Haag</td>
<td>9780073376752</td>
<td>182</td>
</tr>
<tr>
<td>Software Project Management, 5e [UK]</td>
<td>Hughes</td>
<td>9780077122799</td>
<td>192</td>
</tr>
<tr>
<td>Management Information Systems, 9e</td>
<td>O'Brien</td>
<td>9780073376769</td>
<td>184</td>
</tr>
</tbody>
</table>

## MARKETING

### 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
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<tbody>
<tr>
<td>Sports Marketing, 2e</td>
<td>Fullerton</td>
<td>9780073381114</td>
<td>246</td>
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<td>Marketing, 2e</td>
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<td>9780073380957</td>
<td>203</td>
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<td>211</td>
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<tr>
<td>Consumer Behavior, 11e</td>
<td>Hawkins</td>
<td>9780073381107</td>
<td>214</td>
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<tr>
<td>Relationship Selling, 3e</td>
<td>Johnston</td>
<td>9780073404837</td>
<td>227</td>
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<td>Marketing Management</td>
<td>Marshall</td>
<td>9780073529790</td>
<td>216</td>
</tr>
<tr>
<td>Marketing Management: A Strategic Decision-Making Approach, 7e</td>
<td>Mullins</td>
<td>9780073381169</td>
<td>217</td>
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<tr>
<td>Annual Editions: Marketing 09/10, 32e</td>
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## NEW TITLES

### MARKETING

**2009**

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<td>International Marketing, 14e</td>
<td>Cateora</td>
<td>9780073380988</td>
<td>237</td>
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<td>Cateora</td>
<td>9780070144477</td>
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<td>Business Marketing: Connecting Strategy, Relationships and Learning, 4e</td>
<td>Dwyer</td>
<td>9780073529905</td>
<td>231</td>
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<td>ABC’s of Relationship Selling, 10e</td>
<td>Futrell</td>
<td>9780073380995</td>
<td>228</td>
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<td>Fundamentals of Selling, 11e</td>
<td>Futrell</td>
<td>9780073381121</td>
<td>228</td>
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<td>M: Marketing</td>
<td>Grewal</td>
<td>9780077240806</td>
<td>203</td>
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<td>Hair</td>
<td>9780073404707</td>
<td>211</td>
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<td>Relationship Marketing [UK]</td>
<td>Harwood</td>
<td>9780077114220</td>
<td>245</td>
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<td>Homburg</td>
<td>9780077117245</td>
<td>218</td>
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<td>Foundations of Marketing, 3e [UK]</td>
<td>Jobber</td>
<td>9780077121907</td>
<td>204</td>
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<td>Johnston</td>
<td>9780073529875</td>
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<td>Marketing, 9e</td>
<td>Kerin</td>
<td>97800733404721</td>
<td>204</td>
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<td>9780073381060</td>
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<td>Marketing with Asia [Asian]</td>
<td>Kerin</td>
<td>9780071274258</td>
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<td>Lattimore</td>
<td>9780073378879</td>
<td>244</td>
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<td>Retailing Management, 7e</td>
<td>Levy</td>
<td>9780073381046</td>
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<td>Marketing Research: Text and Cases, 3e [India]</td>
<td>Nargundkar</td>
<td>9780070220874</td>
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<td>Basic Marketing, 17e</td>
<td>Perreault</td>
<td>9780073381053</td>
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<td>Marketing Management, 9e</td>
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<td>9780073381138</td>
<td>217</td>
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<td>Selling: Building Partnerships, 7e</td>
<td>Weitz</td>
<td>9780073381084</td>
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<td>Services Marketing, 5e</td>
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# NEW TITLES

## BUSINESS COMMUNICATION

### 2010

<table>
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<th>Title</th>
<th>Author</th>
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### 2009

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<td>9780073405018</td>
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Introduction to Business Communication

M: BUSINESS COMMUNICATION
By Marie E. Flatley, San Diego State University-San Diego and Kathryn Rentz, University of Cincinnati
2010 (January 2009) / 352 pages
ISBN: 978-0-07-337781-0
http://http://www.mhhe.com/flatleym
(Details unavailable at press time)

International Edition

BUSINESS COMMUNICATION
Building Critical Skills, 4th Edition
By Kitty O Locker (Deceased) and Stephen Kyo Kaczmarek, Columbus State Comm College
2009 (July 2008) / 608 pages
ISBN: 978-0-07-337772-8
http://www.mhhe.com/bcs4e

NEW TO THIS EDITION

- At least 1 New FYI Box is every chapter: These boxes are interspersed through each chapter and included fun bits of information relating to the chapter.
- Revised Exercises and Problems: Many of the exercises and problems found at the end of each chapter have been revised.

CONTENTS

Unit 1 Building Blocks for Effective Messages
1. Business Communication, Management, and Success
2. Adapting Your Message to Your Audience
3. Communicating Across Cultures
4. Planning, Writing, and Revising
5. Designing Documents, Slides, and Screens

Unit 2 Creating Goodwill
6. You-Attitude
7. Positive Emphasis
8. Reader Benefits

Unit 3 Letters, Memos, and E-Mail Messages
9. Formats for Letters and Memos
10. Informative and Positive Messages
11. Negative Messages
12. Persuasive Messages
13. E-Mail Messages

Unit 4 Polishing Your Writing
14. Editing for Grammar and Punctuation
15. Choosing the Right Word
16. Revising Sentences and Paragraphs

Unit 5 Interpersonal Communication
17. Listening
18. Working and Writing in Teams
19. Planning, Conducting, and Recording Meetings
20. Making Oral Presentations

Unit 6 Research, Reports, and Visuals
21. Proposals and Progress Reports
22. Finding, Analyzing, and Documenting Information
23. Short Reports
24. Long Reports
25. Using Visuals

Unit 7 Job Hunting
26. Researching Jobs
27. Résumés
28. Job Application Letters
29. Job Interviews
30. Follow-Up Letters and Calls and Job Offers

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BUSINESS COMMUNICATION

International Edition
COMMUNICATING AT WORK
Principles and Practices for Business and the Professions, 9th Edition
By Ronald B. Adler, Santa Barbara City College and Jeanne Marquardt
Elmhurst, Central New Mexico Community College
2008 (October 2006) / 600 pages
ISBN: 978-0-07-351188-7
http://www.mhhe.com/adler9

The leading text in business communication, Communicating at Work takes a pragmatic approach that features a strong multicultural focus, a heavy emphasis on effective presentations, and a pedagogical program designed to encourage group activities and skill building. Its combination of clear writing and effective use of tables makes this text an excellent teaching tool. The ninth edition provides coverage of new pedagogy, key new topics and an expansion of other important concepts including sources of on-the-job conflict, how to use informational interviews for career advancement, and stages in group problem-solving.

CONTENTS
Part One: Basics of Business and Professional Communication / Strategic Case: Sundown Bakery
1. Communicating at Work
2. Communication, Culture, and Work
Part Two: Personal Skills / Strategic Case: Computer Solutions
3. Listening
4. Verbal and Nonverbal Messages
5. Interpersonal Skills
Part Three: Interviewing / Strategic Case: Platinum Sounds
6. Principles of Interviewing
7. Types of Interviews
Part Four: Working in Groups / Strategic Case: Museum of Springfield
8. Working in Teams
9. Effective Meetings
Part Five: Making Effective Presentations / Strategic Case: Fresh Air Sports
10. Developing and Organizing the Presentation
11. Verbal and Visual Support in Presentations
12. Delivering the Presentation
13. Informative, Group, and Special-Occasion Presentations
14. Persuasive Presentations
Appendix: Business Writing

BUSINESS AND ADMINISTRATIVE COMMUNICATION
8th Edition
By Kitty O Locker (deceased) and Donna S Kienzler, Iowa State University
2008 (October 2007) / 736 pages
ISBN: 978-0-07-352503-7
ISBN: 978-0-07-128311-3 [IE]
http://www.mhhe.com/locker8e

This Eighth Edition of Business and Administrative Communication by Donna Kienzler and Kitty Locker is a true leader in the business communications field. Beyond covering the broad scope of topics in both oral and written business communication, Locker’s text uses a student-friendly writing style and strong design element to hold student attention. Real-world examples and real business applications underscore the relevance and importance of the material presented in the classroom and to the students’ careers. Kitty Locker’s text also conveys the best possible advice to students through its research base; the author’s reputation as a contributor to this field of study lends an even greater element of teachability and relevance to this market-leading title. Locker continues to lead the pack with innovative technology offerings – InSites, Grademax, Manager’s Hotseat for Business Communication – round out the learning experience with Business and Administrative Communication

CONTENTS
Part One: The Building Blocks of Effective Messages
1 Business Communication, Management, and Success
2 Adapting Your Message to Your Audience
3 Building Goodwill
4 Making Your Writing Easy to Read
5 Planning, Composing, and Revising
6 Designing Documents, Data Displays, and Visuals
Part Two: Job Hunting
7 Resumes

International Edition
BASIC BUSINESS COMMUNICATIONS
11th Edition
By Raymond V Lesikar, University of North Texas
2008 (November 2006) / 648 pages
ISBN: 978-0-07-331709-0 (with GradeMax)
ISBN: 978-0-07-128609-1 [IE with GradeMax]
http://www.mhhe.com/lesikar11e

Business Communication: Making Connections in a Digital World, 11/e by Lesikar, Flatley, and Rentz provides both student and instructor with all the tools needed to navigate through the complexity of the modern business communication environment. At their disposal, teachers have access to an online Tools & Techniques Blog that continually keeps them abreast of the latest research and developments in the field while providing a host of teaching materials. Business Communication attends to the dynamic, fast-paced, and ever-changing means by which business communication occurs by being the most technologically current and pedagogically effective books in the field. It has realistic examples that are both consumer-
BUSINESS COMMUNICATION DESIGN

CONTENTS

CH. 1 The Basics.
CH. 2 How Business Communicates.
CH. 3 Creating Effective Messages.
CH. 4 Listening: A Silent Hero.
CH. 5 Creating and Using Meaning.
CH. 6 Designing Messages with Words.
CH. 7 Designing Oral Presentations.
CH. 8 Business Writing Design.
CH. 9 Direct and Indirect Communication Strategies.
CH. 11 Writing Strategies for Reports and Proposals.
CH. 12 Culture: Inside and Out.
CH. 13 Interpersonal and Collaborative Messages.
CH. 14 The Business of Change and Conflict.
CH. 15 Creating a Career and Designing Résumés.
CH. 16 Interviewing to Get the Job.
CH. 17 Creativity and Visual Design.
Appendix A Grammar and Punctuation.
Appendix B Formatting and Documenting Business Documents.
References.

COMMUNICATION SKILLS FOR INTERNATIONAL STUDENTS IN BUSINESS

2007 (February 2007)

This is a unique textbook that incorporates four important elements in one place—business communication, academic skills, the politics of English as an International language and English (ESL) as a Second Language grammar—all specifically for the tertiary level ESL student. Communication Skills for International Students in Business provides a foundation to communication styles, language and terminology international business students (from non-English speaking backgrounds) will encounter in their business degree. No other text on the market currently enables the ESL learner to become familiar with the specific vocabulary and discourses of the business discipline. Also, standard ESL textbooks tend to be linguistically insensitive to the needs of their culturally diverse students. English speaking students will also find this text of benefit, as it contains useful general information and tips on academic and professional communication and writing.

CONTENTS

Preface
Introduction: The cultural politics of English as an international language
Part 1: Academic Communication
Chapter 1: Effective reading for academic purposes
Chapter 2: Note-taking, paraphrasing and summarising
Chapter 3: Essay writing
Chapter 4: Academic conventions—referencing and avoiding plagiarism
Chapter 5: Improving your writing—grammar and editing
Part 2: Professional Communication
Chapter 6: Writing genres
Chapter 7: Report writing
Chapter 8: Business document writing
Chapter 9: Oral presentation skills
Chapter 10: Employment communication
Part 3: Resources—Key Topics in Business
Topic 1: Decision making in accounting
Topic 2: An introduction to marketing and the concept of brand
Topic 3: Organisational culture
Topic 4: Introduction to economics
Topic 5: The Australian financial market
Topic 6: The common law system in Australia
Topic 7: Intercultural communication
Topic 8: Globalisation

Appendices
Appendix 1: Referencing using the Harvard author-date system
Appendix 2: Referencing using footnotes (documentary note system)
Appendix 3: Standard marking criteria

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By Marilyn Satterwhite, Danville Area Community College and Judith Olson-Sutton, Matc-Truax
2007 (June 2006) / 576 pages
ISBN: 978-0-07-128717-3 [IE]
http://www.mhhe.com/bcw3e

Business Communications at Work, 3e is a very practical, hands-on text-workbook to help students learn to use the types of communication that they are most apt to experience on the job. The book is full of examples of letters, memos, and correspondence designed to demonstrate the application of the principles covered in the book. A Web site for this book provides supplemental learning exercises. Although the main focus of the book is written communication, a chapter on listening and making a presentation is now included. Each chapter of the book is an independent unit that allows the teacher the flexibility of covering most chapters in any order. This flexibility allows the teacher to customize the course to meet the needs of individual classes. Many chapters are easily broken into units so teachers can cover just the units they want.

CONTENTS
Unit 1:
Chapter 1: Setting the Stage for Effective Communication.
Chapter 2: Choosing the Right Words.
Chapter 3: Developing Sentences and Paragraphs.

Unit 2:
Chapter 4: Developing Listening and Speaking Skills.
Chapter 5: Planning and Organizing Business Messages.
Chapter 6: Using Technology to Improve Communication.
Chapter 7: Formatting Business Messages.

Unit 3:
Chapter 8: Goodwill Principles and Goodwill Messages.
Chapter 9: Messages for Inquiries and Requests.
Chapter 10: Claim and Adjustment Messages.
Chapter 11: Persuasive Messages.
Chapter 12: Order, Credit, and Collection Messages.

Unit 4:
Chapter 13: Developing Memos and Memo Reports.
Chapter 14: Creating Press Releases, Newsletters, and Letters to Public Officials.
Chapter 15: Constructing and Presenting Reports.
Chapter 16: Preparing Meeting Communications.

Unit 5:
Chapter 17: Conducting the Job Search.
Chapter 18: Selling Yourself to Employers

INTERPERSONAL SKILLS IN ORGANIZATIONS
By Suzanne De Janasz, University of Mary Washington. Glenice Wood and Lorene Gottschalk of University of Ballarat, Karen Dowd, James Madison University and Beth Schneider; George Mason University
2006 (May 2006 )
ISBN: 978-0-07-471558-1
McGraw Hill Australia Title
http://www.mhhe.com/au/dejanasz

CONTENTS
Part 1 Intrapersonal effectiveness: understanding yourself
Chapter 1. Journey into self-awareness
Chapter 2. Self-disclosure and trust
Chapter 3. Establishing goals by identifying values and ethics
Chapter 4. Time and self-management

Part 2 Interpersonal effectiveness: understanding and working with others
Chapter 5. Understanding and working with diverse others
Chapter 6. The importance and skill of listening
Chapter 7. Conveying verbal messages

Part 3 Understanding and working in teams
Chapter 9. Negotiation
Chapter 10. Building teams and work groups
Chapter 11. Managing conflict
Chapter 12. Achieving business results through effective meetings
Chapter 13. Facilitating team success
Chapter 14. Making decisions and solving problems creatively

Part 4. Leading individuals and groups
Chapter 15. Power and politicking
Chapter 16. Networking and mentoring
Chapter 17. Coaching and providing feedback for improved performance
Chapter 18. Leading aChapterwering self and others
Chapter 19. Project management

Endnotes
Index

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Chapter 1: Communication and the Writing Process
Section A. Communication as Process
Section B. The Writing Process
Section C. Purpose and Audience
Section D. Tone / Writer’s Handbook At-a-Glance, Part I: The Mechanics of Writing

Chapter 2: What Is Good Writing? Section A. Simple, Clear and Concise Style
Section B. Tone and Style / Writer’s Handbook At-a-Glance, Part II: Writing Essentials: Grammar for Writing

Chapter 3: Developing and Revising Short Business Messages
Section A. Paragraphs Section B. Empty Information Section C. The Process of Revising Section D. Transitions and Connectors

Chapter 4: Office Communications

Chapter 5: Persuasive Communication
Section A. The Process of Persuasion Section B. Formal Persuasion Section C. Persuasive Writing

Chapter 6: Verbal Communication Skills
Section A. Informal Speech Section B. Feedback Section C. Meetings, Agendas, and Round-Table Discussions Section D. Presentations

Chapter 7: Global Communications and Technology
Section A. Global Communications Section B. Meetings and Phone Conferences Section C. Technology UNUIT 3 APPLICATIONS AND CAREERS

Chapter 8: Team Communications
Section A. Working in Teams Section B. Developing a Team Strategy Section C. Writing a Proposal / Handbook At-a-Glance, Part IV: Research: Collecting, Conducting, Displaying and Citing

Chapter 9: Getting a Job
Section A. Job Survival Skills Section B. Networks Section C. Letters of Applications Section D. The Interview

Chapter 10: Communicating on the Job
Section A. Leadership Section B. Evaluation: Objectives, Action Plans, and Performance Feedback Section C. Purpose Statements

KEYS to Handbook Exercises, EOC activities
GLOSSARY
INDEX

NEW TO THIS EDITION
- New Chapter (5) called Corporate Responsibility, shows how companies try to do well by doing good, manage the so-called triple bottom line, and deal with increasing demands from antagonists and pressure groups. Using the Starbucks Coffee Company case, readers see how one company balanced its responsibilities to its customers with demands from a non-governmental organization (NGO) to improve its sourcing.
- Includes numerous new cases, including Google in China, Carson Containers, Hewlett-Packard Corporation, and Jet Blue’s Valentine’s Day disaster in 2007.
- Each chapter has been revised to include new text, tables, figures and examples where relevant and necessary, as well as to delete outdated content.

CONTENTS
Ch. 1 The Changing Environment for Business
Case: Google in China
Ch. 2 Communicating Strategically
Case: Carson Containers
Ch. 3 An Overview of the Corporate Communication Function
Case: Hewlett Packard Corporation
Ch. 4 Identity, Image, Reputation, and Corporate Advertising
Case: Jet Blue’s Valentine’s Day disaster
Ch. 5 Corporate Responsibility
Case: Starbucks Coffee Company
Ch. 6 Media Relations
Case: Adolph Coors Company
Ch. 7 Internal Communications
Case: Westwood Publishing
Ch. 8 Investor Relations
Case: Steelcase, Inc.
Ch. 9 Government Relations
Case: Disney
Ch. 10 Crisis Communication
Case: Coca-Cola in India
The two concluding chapters provide two style manuals, the and tone, intercultural communication, and business and the press. Management, giving and receiving feedback, choosing media, style electronic communication, corporate ethics, audience analysis, meeting management, giving and receiving feedback, choosing media, style and tone, intercultural communication, and business and the press. The two concluding chapters provide two style manuals, the first on writing and the second on speaking, through the use of graphics and group presentations. Each is designed to be cross-referenced throughout the course and serve as a valuable resource for readers to refer to throughout their careers.

CONTENTS

Part 1: Principles of Effective Communication
Chapter 1: Foundations of Management Communication
Chapter 2: Setting Goals / Case: Yellowtail Marine, Inc.
Chapter 3: Audience Analysis / Case: Weymouth Steel Corporation
Chapter 4: Point of View / Case: Smith Financial Corporation
Chapter 5: Message: Content and Argument / Case: Cuttyhunk Bank (A)
Chapter 6: Structure / Case: McGregors Ltd.Department Store
Chapter 7: Choosing Media / Case: The Timken Company
Chapter 8: Style and Tone / Case: Vanrex, Inc

Part 2: Applications
Chapter 9: Giving and Receiving Feedback / Case: Bailey and Wick
Chapter 10: Managing Meetings / Case: Lincoln Park Redevelopment Project
Chapter 11: Communicating Change / Case: Hammermill Paper Company
Chapter 12: Communicating with External Audiences / Case A: Oxford Energy / Case B: NutraSweet
Chapter 13: Diversity and Intercultural Communication / Case A: Reed-Watkins Pharmaceuticals / Case B: International Oil

Part 3: Technique
Chapter 16: Effective Writing / Style manual to be cross-referenced throughout the course
Chapter 17: Effective Speaking / Style manual on speaking, use of graphics, and group presentation to be cross referenced throughout the course / Appendix Case 16: Dotsworth Press Case 17: Fair is Fair, Isn’t it?

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Website: www.mheducation.asia
Intercultural Communication in the Global Marketplace, 4/e by Beamer and Varner addresses the issues of culture and communication within the context of international business. The text provides examples of how cultural values and practices impact business communication. The authors explore the relationships among the cultural environments of the firm and the structure of the firm. They examine how companies and individuals communicate, and concentrate on the underlying cultural reasons for behavior. This approach helps readers develop an ability to work successfully within an environment of cultural diversity both at home and abroad.

CONTENTS
1. Culture and Communication
2. The Role of Language in Intercultural Business Communication
3. Getting to Know Another Culture
4. Self and Groups in Business Cultures
5. Organizing Messages to Other Cultures
6. Nonverbal Language in Intercultural Communication
7. Cultural Rules for Establishing Relationships
8. Information, Decisions, and Solutions
9. Intercultural Negotiation
10. Legal and Governmental Considerations in Intercultural Business Communication
11. The Influence of Business Structures and Corporate Culture on Intercultural Business Communication
12. Intercultural Dynamics in the International Company Appendix: Case 1: What Else Can Go Wrong?
Case 2: Hana: A Joint Venture between Health Snacks and Toka Foods

Leadership Communication, 2nd Edition by Deborah Barrett, Rice University

The first edition of Leadership Communication was well received by students and instructors, and the second edition builds on that momentum. It continues to help current and potential managers become effective leaders by being better communicators. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders. It begins with chapters on the core communication skills of developing strategy, analyzing an audience, writing in all types of business genres, and designing and delivering effective PowerPoint presentations — all from a leadership perspective. Then, it takes students through chapters on emotional intelligence, cultural literacy, meeting management, and team leadership, before concluding with chapters on internal and external organizational communication.

CONTENTS
Introduction: What is Leadership Communication
Section One Core Leadership Communication
Chapter 1 Developing Leadership Communication Strategy
Chapter 2 Creating Effective Leadership Documents
Chapter 3 Using Language to Achieve a Leadership Purpose
Chapter 4 Developing and Delivering Leadership Presentations
Chapter 5 Using Graphics and PowerPoint for a Leadership Edge
Section Two Managerial Leadership Communication
Chapter 6 Developing Emotional Intelligence and Cultural Literacy to Strengthen Leadership Communication
Chapter 7 Leading Productive Management Meetings
Chapter 8 Building and Leading High-Performing Teams
Section Three Corporate Leadership Communication
Chapter 9 Establishing Leadership through Strategic Internal Communications
Chapter 10 Leading through Effective External Relations
Appendix: A Transition Words B Successful Case Analysis and Discussion C The Business of Grammar D Usage Self-Assessment
Business English

International Edition

BUSINESS ENGLISH
Writing in the Global Workplace
By Dona Young
2008 (April 2007) / 544 pages
ISBN: 978-0-07-354542-4
ISBN: 978-0-07-110173-8 [IE]

Business English: Writing for the Global Workplace takes the approach that local language has value in informal environments with Business English being the best choice in formal environments. With this text, students will use their local language (or dialect) to become more proficient with Business English. The text achieves this by comparing and contrasting the two language systems, “building a wall” between Business English and local language. Because technology has made the world smaller, the ability to speak and write Business English has never been more important. Just about every job in the marketplace now includes writing e-mail and speaking to people from diverse cultures. This book provides the tools needed for the global workplace. A student who has mastered the principles presented here will have a solid foundation in speaking and writing Business English to people from around the world.

CONTENTS
Unit 1: Language in Context
Chapter 1: English for Business Today
Chapter 2: Writing Effective Sentences
Unit 2: English in Action
Chapter 3: Punctuation
Chapter 4: Verbs at Work
Chapter 5: Pronouns
Chapter 6. Modifiers
Unit 3: Practical Applications
Chapter 7: Writing Traps
Chapter 8: Writing Powerful Sentences
Chapter 9: Building Paragraphs
Chapter 10: Professional Communication

Grammar

THE GREGG REFERENCE MANUAL
Online Version, 10th Edition
By William A. Sabin
2008 (March 2007)
ISBN: 978-0-07-354543-1 (Placeholder)
ISBN: 978-0-07-334826-1
ISBN: 978-0-07-335318-0 (with One Year Online Subscription)
Glencoe McGraw-Hill Title

The Gregg Reference Manual, 10/e, by Sabin is intended for anyone who writes, edits, or prepares material for distribution or publication. For nearly fifty years, this manual has been recognized as the best style manual for business professionals and for students who want to master the on-the-job standards of business professionals. Comprehensive and easy to use, the online version of the tenth edition of the GRM is considered the authority on style, grammar, usage, and formatting.

Additional One-Year Subscriptions can be purchased at the GRM Online Web site, either as a separate item or together with a copy of the printed manual.

CONTENTS
Part 1—Grammar, Usage, and Style
1. Punctuation: Major Marks
2. Punctuation: Other Marks
3. Capitalization
4. Numbers
5. Abbreviations 6. Plurals and Possessives
7. Spelling
8. Compound Words
9. Word Division
10. Grammar
11. Usage
Part 2—Techniques and Formats
12. Editing and Proofreading
13. Letters, Memos, and E-Mail
14. Reports and Manuscripts
15. Notes and Bibliographies
16. Tables
17. Other Business Documents
18. Forms of Address
Part 3—References
Appendix A: Essays on the Nature of Style
Appendix B: Pronunciation Problems
Appendix C: Rules for Alphabetic Filing
Appendix D: Glossary of Grammatical Terms
BUSINESS COMMUNICATION

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Business Writing

International Edition

WRITING, RESEARCHING, COMMUNICATING
Communication Skills For The Information Age, 3rd Edition

By Keith Windshuttle and Elizabeth Elliot of Macleay College, Sydney

1999 / 600 pages
ISBN: 978-0-07-470703-6
ISBN: 978-0-07-124265-3 [IE]

McGraw-Hill Australia Title

CONTENTS
Part One: Foundations of Communication
Ch 1 The Nature of Communications in the Information Age.
Ch 2 Developing Good Communication Practice.
Ch 3 The Revolution in Communications Technology.
Part Two: Writing for the Organization
Ch 4 Writing Style.
Ch 5 Document Design.
Ch 6 Business Letters - Basics.
Ch 7 Types of Business Letters.
Ch 8 Memos, Faxes and Forms.
Ch 9 Instructions, Notices and Brochures.
Part Three: Writing and Research in Education
Ch 10 Essays - Planning and Research.
Ch 11 Essays and Thesis Writing.
Ch 12 Essays - References and Bibliography.
Part Four: Interpersonal Skills and Client Relations
Ch 13 Client Service and Relations.
Ch 14 Instructions and Requests.
Ch 15 Interviews.
Ch 16 Consulting, Listening and Negotiating.
Part Five: Employment Communications
Ch 17 Making Job Applications.
Ch 18 Employment Interviews.
Ch 19 Preparing and Writing a Resume.
Part Six: Writing for the Media
Ch 20 Writing News and Feature Stories.
Ch 21 Technical and Scientific Articles.
Ch 22 Writing for Broadcasting.
Ch 23 Media Law
Part Seven: Reports and Submissions.
Ch 24 Reports - Research and Analysis.
Ch 25 Interviews, Questionnaires & Survey Research.
Ch 26 Reports - Writing and Presentation.
Ch 27 Administrative and Management Reports.
Ch 28 Annual Reports.
Ch 29 Submissions.
Part Eight: Logic and Reasoning
Ch 30 Logic and Argument.
Ch 31 Rational Debate and Common Fallacies.
Part Nine: Public Speaking
Ch 32 Public Speaking - Preparation.
Ch 33 Writing for the Spoken Work.
Ch 34 Public Speaking - Delivery.
Part Ten: Communicating in the Organisation
Ch 35 Management Theory and Communication Structures.
Ch 36 Group Decision-Making.
Ch 37 Formal Meetings.
Ch 38 Humanising Meetings and Discussions.
Ch 39 Writing Objectives, Terms and Policies.
Part Eleven: Public Relations
Ch 40 Public Relations Strategies and Techniques.
Ch 41 Political Lobbying.
Ch 42 How to Use the Media.
Part Twelve: Intercultural Communications
Ch 43 Understanding Cultural Differences.
Ch 44 Communicating with Other Cultures Specialist Techniques: Section One - Writing.
Ch 45 Grammar and Technique.
Ch 46 Punctuation.
Ch 47 Overcoming Writer’s Block.
Ch 48 Editing Copy Specialist Techniques: Section Two - Statistics.
Ch 49 Using Statistics.
Ch 50 Understanding Tables Specialist Techniques: Section Three - Illustrations.
Ch 51 Illustrating with Graphs.
Ch 52 Photographs and Drawings Specialist Techniques: Section Four - References.
Ch 53 Establishing a Personal Reference Library.

MANAGER'S HOT SEAT ONLINE ACCESS CARD

2nd Edition

By McGraw-Hill/Irwin

2007 (June 2006)
ISBN: 978-0-07-126190-6 [IE]

In today’s workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager’s Hot Seat is a collection of interactive videos that allows students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager’s mistakes and successes, and then do a report critiquing the manager’s approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience. The Manager’s Hot Seat Online can be packaged with any McGraw-Hill/Irwin textbook or purchased online.

CONTENTS
Case 1: Office Romance: Groping for Answers
Case 2: Ethics: Let’s Make a Fourth Quarter Deal
Case 3: Negotiation: Thawing the Salary Freeze
Case 4: Privacy: Burned by the Firewall?
Case 5: Whistleblowing: Code Red or Red Ink?
Case 6: Change: More Pain than Gain?
Case 7: Partnership: The Unbalancing Act
Case 8: Cultural Differences: Let’s Break a Deal
Case 9: Project Management: Steering the Committee
Case 10: Diversity: Mediating Morality
Case 11: Personal Disclosure: Confession Coincidence?
Case 12: Virtual Workplace: Out of Office Reply
Case 13: Listening Skills: Yeah, Whatever
Case 14: Diversity in Hiring: Candidate Conundrum
Case 15: Working in Teams: Cross-Functional Dysfunction
Case 16: Globalization
BUSINESS COMMUNICATION

Case 17: Cyber Loafing
Case 18: Bullying in the Workplace
Case 19: Integrated Work Conflict
Case 20: Leadership vs. Management
Case 21: Workplace Violence

Business Communications - Special Topics

PROFESSIONAL COMMUNICATION
By Aruna Koneru

2008 (January 2008) / 512 pages
ISBN: 978-0-07-066002-1
McGraw-Hill India Title

The book has been organized to help the learner in acquiring communication skills. Keeping this objective in view, apart from facilitating knowledge acquisition the author has carefully crafted application modules in the text.

FEATURES
- Focus on Written and Oral Communication. Also covers listening and reading skills.
- Covers Business Correspondence and Report Writing
- Contemporary topics – e-mails and use of multimedia tools
- A separate chapter on abbreviating Technical and Non-technical Terms
- Review of concepts (chapter summary) at the end of chapters
- Lot of exercises and solved problems
- Use of boxed exhibits and tables to illustrate concepts with examples
- Useful end-of-book material on common errors, readability formula, pronunciation guidelines and so on.

CONTENTS
UNIT I COMMUNICATION: ITS INTERPRETATION
Chapter 1 Basics of Communication
Chapter 2 Non-verbal Communication
Chapter 3 Barriers to Communication
UNIT II BUSINESS COMMUNICATION AT WORKPLACE
Chapter 4 Letter Components and Layout
Chapter 5 Planning a Letter
Chapter 6 Process of Letter Writing
Chapter 7 E-mail Communication
Chapter 8 Memo and Memo Reports
Chapter 9 Employment Communication
Chapter 10 Notice, Agenda and Minutes of Meeting
Chapter 11 Brochures
UNIT III REPORT WRITING
Chapter 12 Effective Writing
Chapter 13 Business Reports: Its Types
Chapter 14 Structure of Reports
Chapter 15 Gathering Information
Chapter 16 Organization of the Material
Chapter 17 Writing Abstracts and Summaries
Chapter 18 Writing Definitions
Chapter 19 Visual Aids
Chapter 20 User Instruction Manual
UNIT IV REQUIRED SKILLS
Chapter 21 Reading Skill
Chapter 22 Listening Skill
Chapter 23 Note-Making
Chapter 24 Précis Writing
Chapter 25 Audiovisual Aids
Chapter 26 Oral Communication
UNIT V MECHANICS OF WRITING
Chapter 27 Transitions
Chapter 28 Spelling Rules
Chapter 29 Hyphenation
Chapter 30 Transcribing Numbers
Chapter 31 Abbreviating Technical and Non-technical Terms
Chapter 32 Proofreading

International Edition

BUSINESS SCENARIOS: A CONTEXT-BASED APPROACH TO BUSINESS COMMUNICATION
By Heidi Schultz
2006 / 144 pages
ISBN: 978-0-07-298424-8

CONTENTS
Building Blocks for Business Communication: A refresher.
Chapter 1. Business Writing Basics
Chapter 2. Business Speaking Basics
Chapter 3. S.N. Boyce and Its Catalog Division
Chapter 4. Wake Partners – The “New Conservative Mutual Fund”
Chapter 5. It Has Come to My Attention . . .
Chapter 6. Payroll’s Paperless Payday (informative message)
Chapter 7. Do Not Park Here . . . or Here . . . or Here (negative message)
Chapter 8. Special “No Interest/No Payments for 12 Months” Promotion (persuasive message)
Chapter 9. Fewer Injuries for Warehouse Employees (persuasive message)
Chapter 10. Midwest University Named “Number One Party School”
Chapter 11. The Big National Presentation (informative presentation)
Chapter 12. Turn Out the Lights (negative presentation)
Chapter 13. Diner Beware
Chapter 14. District of Columbia Water and Sewer Authority – Communicating Health Hazards to the Public
As a new industrial superpower, India is changing the way business is being conducted around the globe. This creates a complex challenge for communication directors, HR executives, and marketing departments—the solution of which can put your company ahead of all the others to thrive in this fertile new market. “Put simply,” writes Paul Argenti, one of the foremost experts on corporate communications today, “companies must now find ways to communicate with constituencies they were able to ignore fifty years ago.”

Strategic Corporation Communication provides a practical and precise game plan for effectively conveying your company’s message to both employees based in India and to your Indian customers. In it, Argenti provides key background information on why and how India’s influence is changing corporate communications, explaining initiatives that help you:

- Organize communication efforts within the company and with the general public
- Use advertising designed to attract investors and influence opinion
- Work effectively with the Indian media, which operates differently from outlets in the West
- Build a framework dedicated to handling investor relations
- Gain a deep understanding of government’s role in India, and work with it accordingly

Many key functions of a business, from human resources issues to corporate branding, falls into the realm of corporate communications. In this ever-changing and increasingly global business landscape, developing a centralized communications system designed for specific needs is essential for success. Strategic Corporate Communication provides the knowledge you’ll need to ensure your company leads the way in the exciting new economy of India.

For each model letter, you’ll find:

- Introductory comments that give you a working knowledge of each kind of correspondence.
- Several variations of tone and style from which you can pick the one that suits you best.
- Instructions on how to format, design, print, and deliver your correspondence for best effect.

This revised edition of The Encyclopedia of Business Letters, Faxes, and E-mail contains more help than ever, including:

- An expanded introduction to writing letters, faxes, and e-mails, with new tips and advice on the best use of each
- Dozens of additional sample e-mail formats to meet today’s communication needs
- Even more focused, easy-to-remember directions for organizing your thoughts and composing even the toughest kinds of correspondence

Don’t go to work without it!

---

THE ENCYCLOPEDIA OF BUSINESS LETTERS, FAXES, AND E-MAIL
By Robert W Bly
2009 (February 2009) / 288 pages

A Professional Reference Title

Business writing has been transformed in our era from long, leisurely letters to fast faxes, instant e-mails, crisp memos, and concise letters. Your reader doesn’t have time to waste. And neither do you. That’s where The Encyclopedia of Business Letters, Faxes, and E-mail can help. Here you’ll find the most complete and up-to-date collection of model business correspondence for every conceivable occasion—sample letters, memos, and e-mails you can use as is or adapt for your own purposes. This invaluable reference contains more than 300 model letters with instructions for adapting each to your particular situation. Letters are organized into chapters by category, and the detailed table of contents guides you quickly to the letter that best suits your needs.

For each model letter, you will find:

- Introductory comments that give you a working knowledge of each kind of correspondence.
- Several variations of tone and style from which you can pick the one that suits you best.
- Instructions on how to format, design, print, and deliver your correspondence for best effect.

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- An expanded introduction to writing letters, faxes, and e-mails, with new tips and advice on the best use of each
- Dozens of additional sample e-mail formats to meet today’s communication needs
- Even more focused, easy-to-remember directions for organizing your thoughts and composing even the toughest kinds of correspondence

Don’t go to work without it!

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BOOHER’S RULES OF BUSINESS GRAMMAR
101 Fast and Easy Ways to Correct the Most Common Errors
By Dianna Booher
2009 (October 2008) / 320 pages

A Professional Reference Title

Does your client owe the principal or principle? Is your company moving forwards or forward? Do you have over ten years’ experience, or more than ten years’ experience? Proper use of the written and spoken word determines whether or not you move ahead in your career. In Booher’s Rules of Business Grammar, business communication guru Dianna Booher identifies the top 101 mistakes made in emails, presentations, and conversations every day. She briefly examines each one and explains what you need to know in order to avoid future mistakes. In addition, Booher includes effective “memory tricks” to reinforce comprehension and retention. In no time, you will learn how to:

- Recognize and rectify embarrassing grammatical mistakes
- Improve the clarity of what you say and write
- Solidify your understanding through the use of “memory tricks”
- Master the language—so you can focus on your business!

Whether you decide to skim it and correct a mistake a minute or read the whole book in a couple of hours, use Booher’s Rules of Business Grammar to set yourself apart as an expert communicator.
BUSINESS COMMUNICATION

SAY IT LIKE OBAMA
The Power of Speaking with Purpose and Vision
By Shel Leanne and Shelly Leanne
2009 (September 2008) / 224 pages
ISBN: 978-0-07-161589-1
A Professional Reference Title

From individual emails, to town hall audiences of under thirty, to rallies of more than 20,000, Barack Obama’s speeches, letters, and webcasts have “fired up” more new supporters than any other presidential candidate in U.S. history. But his innovative communication techniques aren’t only usable in politics—they can be tapped to motivate and mobilize teams, companies, and organizations of every size. From constructing effective arguments and facing tough issues to inspiring a workforce to new levels of productivity, Say It Like Obama has tools you can use—whether you’re a manager or an executive, to instill positive change at every level of your organization.

CONTENTS
Chapter 1: The Speech That Started It All
Chapter 2: Earning Trust And Confidence
Chapter 3: Breaking Down Barriers
Chapter 4: Winning Hearts And Minds
Chapter 5: Conveying Vision
Chapter 6: Driving Points Home
Chapter 7: Persuading
Chapter 8: Facing And Overcoming Controversy
Chapter 9: Motivating Others To Action And Leaving Strong Last Impressions
Chapter 10: The Speech That Made History . . . Again

INFLUENCE: THE POWER TO CHANGE ANYTHING
By Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan and Al Switzler
2008 (August 2007) / 288 pages
A Professional Reference Title

Everyone wants to be an influencer. We all want to learn how to help ourselves and others change behavior. And yet, in spite of the fact that we routinely attempt to do everything from lose weight to improve quality at work, few of us have more than one or two ideas about how to exert influence. For the first time, Influencer brings together the breakthrough strategies of contemporary influence masters. By drawing from the skills of hundreds of successful influencers and combining them with five decades of the best social science research, Influencer shares eight powerful principles for changing behaviors—principles almost anyone can apply to change almost anything.

WRITE TO THE POINT!
Letters, Memos and Reports That Get Results
By Rosemary T. Fruehling, and Neild B. Oldham
1992 / 261 pages
ISBN: 978-0-07-022555-8 (Out of Print)
ISBN: 978-0-07-113941-0 [IE]
A Professional Reference Title

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INVITATION TO PUBLISH
Interpersonal Skills in Organizations by de Janasz, Dowd, and Schneider takes a fresh, thoughtful look at the key skills necessary for personnel and managerial success in organizations today. Chock-full of exercises, cases and group activities, the book employs an experiential approach suitable for all student audiences. The book is organized into 4 distinct sections (Understanding Yourself, Understanding Others, Understanding Teams, and Leading) that can be used collectively or modularly depending on the instructor’s preference and student-audience need. The emphasis in this edition focused on making the text more current along with making the text pedagogically effective for students and instructors.

NEW TO THIS EDITION

- While “landmark” research is retained, several chapters incorporate new academic and commercial sources to reflect current trends and research. Many of the opening scenarios are also changed to provide more in-depth examples of how each interpersonal skill impacts business situations. In addition, opening scenarios are referenced more often within the chapter to help instructors use these examples as reflective teaching tools.

- Topic Expansion: The ever-increasing impact of technology on our lives and interpersonal communication is further illustrated in Chapter 7 by including more material on email. Coverage is also expanded on the use of non-virtual methods for connecting employees working on teams in Chapter 10 and getting work done through meetings in Chapter 12. Chapter 16 discusses how the increased use of blogs and websites such as MySpace and Facebook is changing the way individuals network. New content has also been added on self-awareness and self-monitoring, stress management and emotional intelligence, and more details and insight has been provided on non-verbal communication, effective media selection and information richness, the persuasion process, and much more.

- Organization of Material: In this edition, reorganization focused on the content within chapters instead of moving chapters within different sections. More examples have been included to illustrate how skills are interrelated without reordering the chapters. For example, effectively coaching others or providing feedback as discussed in Chapter 17 requires not only honed verbal skills (Ch. 6) but also listening (Ch. 7) and goal setting skills (Ch. 3) as vital components for success. Dealing with challenging behavior on teams (Ch. 10) is also referenced in Chapters 11 (conflict), 12 (meetings), and 13 (facilitation).
Business Law .................................................................................................... 27
Cyberlaw............................................................................................................ 37
Employment Law .............................................................................................. 36
International Business Law ................................................................................ 35
Legal Environment of Business ......................................................................... 33
### NEW TITLES

**BUSINESS LAW**

#### 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
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<tr>
<td>Dynamic Business Law: The Essentials</td>
<td>Kubasek</td>
<td>9780073377681</td>
<td>27</td>
</tr>
<tr>
<td>Business Law: The Ethical, Global and E-Commerce Environment, 14e</td>
<td>Mallor</td>
<td>9780073377643</td>
<td>27</td>
</tr>
<tr>
<td>The Legal and Regulatory Environment of Business, 15e</td>
<td>Reed</td>
<td>9780073377667</td>
<td>33</td>
</tr>
<tr>
<td>Employment Law: Going Beyond Compliance to Engagement and Empowerment</td>
<td>Twomey</td>
<td>9780073026978</td>
<td>36</td>
</tr>
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</table>

#### 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law for Business, 10e</td>
<td>Barnes</td>
<td>9780073524931</td>
<td>28</td>
</tr>
<tr>
<td>Fundamentals of Business Law, 6e [Aust]</td>
<td>Barron</td>
<td>9780070139008</td>
<td>31</td>
</tr>
<tr>
<td>Employment Law for Business, 6e</td>
<td>Bennett-Alexander</td>
<td>9780073377636</td>
<td>36</td>
</tr>
<tr>
<td>Roundtable Viewpoints: Business Law</td>
<td>Browne</td>
<td>9780073527291</td>
<td>30</td>
</tr>
<tr>
<td>Employment Law: An Introduction for HR and Business Students, 2e [UK]</td>
<td>Daniels</td>
<td>9781843981886</td>
<td>37</td>
</tr>
<tr>
<td>Dynamic Business Law</td>
<td>Kubasek</td>
<td>9780073524917</td>
<td>29</td>
</tr>
<tr>
<td>Law, Business and Society, 9e</td>
<td>McAdams</td>
<td>9780073377650</td>
<td>33</td>
</tr>
</tbody>
</table>
Business Law

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DYNAMIC BUSINESS LAW
The Essentials
By Nancy K Kubasek and M Neil Browne of Bowling Green State University, Dan Herron, Miami University of Oh-Oxford, Andrea Giampetro-Meyer, Loyola College of Maryland and Linda Barkacs, University of San Diego

2010 (February 2009) / 896 pages
ISBN: 978-0-07-337768-1
http://www.mhhe.com/kubasekess1e
(Details unavailable at press time)

NEW

BUSINESS LAW
The Ethical, Global and E-Commerce Environment, 14th Edition
By Jane P Mallor, A James Barnes, L Thomas Bowers and Arlen W Langvardt of Indiana University-Bloomington
2010 (February 2009) / 1600 pages
http://www.mhhe.com/mallor14e

CONTENTS
Part One Foundations of American Law
1 The Nature of Law
2 The Resolution of Private Disputes
3 Business and the Constitution
4 Business Ethics, Corporate Social Responsibility, Corporate Governance, and Critical Thinking
Part Two Crimes and Torts
5 Crimes
6 Intentional Torts
7 Negligence and Strict Liability
8 Intellectual Property and Unfair Competition
Part Three Contracts
9 Introduction to Contracts
10 The Agreement: Offer
11 The Agreement: Acceptance
12 Consideration
13 Reality of Consent
14 Capacity to Contract
15 Illegality
16 Writing
17 Rights of Third Parties
18 Performance and Remedies
Part Four Sales
19 Formation and Terms of Sales Contracts
20 Product Liability
21 Performance of Sales Contracts
22 Remedies for Breach of Sales Contracts
Part Five Property
23 Personal Property and Bailments
24 Real Property
25 Landlord and Tenant
26 Estates and Trusts
27 Insurance Law
Part Six Credit
28 Introduction to Credit and Secured Transactions
29 Security Interests in Personal Property
30 Bankruptcy
Part Seven Commercial Paper
31 Negotiable Instruments
32 Negotiation and Holder in Due Course
33 Liability of Parties
34 Checks and Electronic Transfers
Part Eight Agency Law
35 The Agency Relationship
36 Third-Party Relations of the Principal and the Agent
Part Nine Partnerships
37 Introduction to Forms of Business and Formation of Partnerships
38 Operation of Partnerships and Related Forms
39 Partners’ Dissociation and Partnerships’ Dissolution and Winding Up
40 Limited Liability Companies, Limited Partnerships, and Limited Liability Limited Partnerships
Part Ten Corporations
41 History and Nature of Corporations
42 Organization and Financial Structure of Corporations
43 Management of Corporations
44 Shareholders’ Rights and Liabilities
45 Securities Regulation
46 Legal and Professional Responsibilities of Auditors, Consultants, and Securities Professionals
Part Eleven Regulation of Business
47 Administrative Agencies
48 The Federal Trade Commission Act and Consumer Protection Laws
49 Antitrust: The Sherman Act
50 The Clayton Act, the Robinson–Patman Act, and Antitrust Exemptions and Immunities
51 Employment Law
52 Environmental Regulation
APPENDIX A The Constitution of the United States of America
APPENDIX B The Universal Commercial Code, Articles 2, 2A, 3, 4, 7, and 9
Glossary
Index

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Business Law 10/e has provided students with a comprehensive, yet concise treatment of the legal issues of fundamental importance to business students and the business profession. The cases, which have always been a strong feature, are edited and re-written by the authors to divide the material into three categories: facts, issues, decisions. The authors, Barnes, Dworkin, and Richards, choose cases that are appropriate to explain precedent and history as well as include “hot topic” cases that relate to current events. In addition to case applications, the authors use such techniques as content summaries to apply concepts to practice. Effective managers and employees must develop knowledge of both law and business because people involved in business also are involved in, and greatly affected by, the laws concerning business.

FEATURES

- Cases: The textual material is supported by current cases decided by the state and federal courts. The cases have been selected to demonstrate a practical application of the important legal concepts introduced in the chapter. While the cases are brief, they provide enough facts and analysis to clearly illustrate the law in action. To reduce confusion, each case is placed immediately after the textual point it discusses. Multi-issue cases are sometimes presented in several sections to permit the isolation of issues to simplify analysis.

- Ethics Coverage: Ethics in Action boxes include comments, questions and cases that permit students to more fully appreciate the complex and pervasive nature of the ethical issues they will encounter in the business world. Several of the boxes have internet connections and others have recent ethical or legal situations.

- Chapter Openers – Each chapter is introduced by a high-interest case and a series of questions introducing the reader to the issues raised in the chapter.

- Concept Summaries – These outlines, figures or drawings are presented throughout each chapter to reinforce important or difficult concepts.

CONTENTS

PART I: Introduction to Law
Chapter 1: Law, Legal Reasoning, and the Legal Profession
Chapter 2: Dispute Settlement
Chapter 3: Business Ethics and Corporate Social Responsibility
Chapter 4: Business and the Constitution
Chapter 5: Crimes
Chapter 6: Intentional Torts
Chapter 7: Negligence and Strict Liability
Chapter 8: Licensing and Intellectual Property

PART II: Contracts
Chapter 9: The Nature and Origins of Contracts
Chapter 10: Creating a Contract: Offers
Chapter 11: Creating a Contract: Acceptances
Chapter 12: Consideration
Chapter 13: Capacity to Contract
Chapter 14: Voluntary Consent
Chapter 15: Illegality
Chapter 16: The Form and Meaning of Contracts
Chapter 17: Third Parties’ Contract Rights
Chapter 18: Performance and Remedies

PART III: Sales
Chapter 19: Form and Terms of Sales Contracts
Chapter 20: Warranties and Product Liability
Chapter 21: Performance of Sales Contracts
Chapter 22: Remedies for Breach of Sales Contracts

PART IV: Agency and Employment
Chapter 23: The Agency Relationship—Creation, Duties, and Termination
Chapter 24: Liability of Principals and Agents to Third Parties
Chapter 25: Employment Laws

PART V: Business Organizations
Chapter 26: Which Form of Business Organization?
Chapter 27: Partnerships
Chapter 28: Formation and Termination of Corporations
Chapter 29: Management of the Corporate Business
Chapter 30: Financing the Corporation and the Role of the Shareholders
Chapter 31: Securities Regulation
Chapter 32: Legal Liability of Accountants

PART VI: Property
Chapter 33: Personal Property and Bailments
Chapter 34: Real Property
Chapter 35: Landlord and Tenant
Chapter 36: Estates and Trusts
Chapter 37: Insurance

PART VII: Commercial Paper
Chapter 38: Negotiable Instruments
Chapter 39: Negotiation and Holder in Due Course
Chapter 40: Liability of Parties
Chapter 41: Checks and Electronic Funds Transfers

PART VIII: Credit Transactions
Chapter 42: Introduction to Security
Chapter 43: Security Interest in Personal Property
Chapter 44: Bankruptcy

PART IX: Government Regulation
Chapter 45: The Antitrust Laws
Chapter 46: Consumer Protection Laws
Chapter 47: Environmental Regulation

Appendix A: The Constitution of the United States of America
Appendix B: Glossary of Legal Terms and Definitions
Appendix C: Spanish-English Equivalents for Important Legal Terms

Subject Index

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Website: www.mheducation.asia
DYNAMIC BUSINESS LAW
By Nancy K Kubasek and M Neil Browne of Bowling Green State University, Dan Herron, Miami University of Ohi-Oxford, Andrea Giammotto-Meyer, Loyola College of Maryland and Linda Barkacs, University of San Diego. Lucien Dhooe and Georgia Tech
2009 (January 2008) / 1632 pages
ISBN: 978-0-07-352491-7
http://www.mhhe.com/kubasek1e

3 things to know about the focus of this exciting new text, Dynamic Business Law:

- Emphasis on the BUSINESS in business law. Dynamic Business Law emphasizes the tie of legal issues back to the core business curriculum. This will help both students and faculty. Students need to understand how the concepts they learn in this course tie into their business careers. Instructors can easily show that the study of business law is best seen as a foundational component of the larger study of business administration.

- Emphasis on TEACHING. We know that many of you teaching this course are practicing attorneys, have little prep time for this course, and often don’t have a lot of resources at your disposal or teach the course as effectively as you might like. Dynamic Business Law is written with you in mind. It contains a very detailed and helpful instructor’s manual, particularly for the many adjuncts teaching this course. And most importantly, the author team has won dozens of teaching awards, both state and national, and they are dedicated to help you get started using this book.

- Emphasis on ETHICAL DECISION-MAKING. In chapter 2, the authors introduce a framework for making ethical business decisions that students can use on a regular basis. Following each case there are questions designed to train the students to apply this approach. Then repeatedly throughout the chapters questions about business ethics are raised in the text.

FEATURES

- CONNECTING TO THE CORE – This feature integrates important concepts from the core business disciplines with the material in the chapter. This feature is especially important for faculty who are attempting to show how business law is integrally related to the other disciplines in the business college. In other words, we want to say with our text: Business Law has a pervasive impact on core business ideas in all the functional areas of management education.

- OPENING VIGNETTE – To pique the students’ interest, each chapter opens with a “story” followed by a couple of questions that could be answered with knowledge of the material contained in the chapter. In appropriate places in the chapter, the author refers to the vignette as an example of relevant points. Finally, at the end of the chapter, there is a “wrap up” in which the questions posed about the vignette are answered. The idea of this feature is to make the material visibly useful through an illustrative application.

- GLOBAL BOXES – Each chapter contains at least one box that describes how some foreign country’s law resolves a legal issue discussed in the chapter. The idea of this feature is to provide multiple legal perspectives, to instill the proper caution about the applicability of American law to foreign business settings, and to encourage appreciation of human diversity

- ETHICAL DECISION MAKING – In Chapter 2, the authors introduce a framework for making ethical business decisions that students can use on a regular basis. Following each case there are questions designed to train the students to apply this approach. Then repeatedly throughout the chapters questions about business ethics are raised in the text.

- CASES – Cases within the chapters (throughout the text) are language of the courts cases, representing a mix of case topics and jurisdictions. As noted below, each case also contains a critical thinking question and an ethical decision-making question.

- E-COMMERCE AND THE LAW - These boxes highlight the role law plays in supporting e-commerce initiatives that attempt to create and support worldwide connections among people and businesses. They highlight decisions by governments and courts that clarify e-commerce practices, and ultimately safeguard the future of e-commerce.

- CRITICAL THINKING FOCUS – Each case is followed by a question requiring the student to use his or her critical thinking skills. Because practice is the only way to develop these skills, the authors provide numerous practice opportunities. These questions are based on an explicit model of critical thinking described and modeled in the first chapter. Critical thinking questions are not just asked – the use of this step-by-step critical thinking approach is encouraged throughout. Instructors who wish to emphasize critical thinking can use the appendix after chapter 1 as a structured approach for learning how to evaluate legal reasoning.

- POINT/COUNTERPOINT – every chapter includes this feature – a problem that encourages the reader to evaluate the conflicting reasoning surrounding a key issue in a chapter.

- CASE NUGGETS - In addition to the major cases, we wanted to include brief summaries of several relevant cases in each chapter to give students an even greater feel for the tensions and excitement of business law.

- SUMMARY – At the end of each chapter there is a brief summary of the key concepts in the chapter.

- REVIEW QUESTIONS AND CASE PROBLEMS – The text provides a set of questions and case problems to allow the students to test their understanding of the material in the chapter. The case problems are based on recent cases that will interest the students.

- Correlation Guide: www.mhhe.com/mhcp/CorrelationGuides/RTS_Business_Law_1e.pdf

- This convenient guide matches the issues in Roundtable Viewpoints: Business Law with the corresponding chapters in three of our best-selling McGraw-Hill Business Law textbooks by Kubasek et al., Barnes et al., and Brown/Sukys.

CONTENTS

PART ONE: THE LEGAL ENVIRONMENT OF BUSINESS
Chapter 1 An Introduction to Dynamic Business Law
Chapter 2 Business Ethics
Chapter 3 The U.S. Legal System
Chapter 4 Alternative Dispute Resolution
Chapter 5 Constitutional Principles
Chapter 6 International & Comparative Law
Chapter 7 Crime and the Business Community
Chapter 8 Tort Law
Chapter 9 Negligence and Strict Liability
Chapter 10 Product Liability
Chapter 11 Liability of Accountants and Other Professionals
Chapter 12 Intellectual Property

PART TWO: CONTRACTS
Chapter 13 Introduction to Contracts
Chapter 14 Agreement
Chapter 15 Consideration
Chapter 16 Capacity & Legality
Chapter 17 Reality of Assent
Chapter 18 Contracts in Writing
Chapter 19 Third Party Rights to Contracts
Chapter 20 Performance, Breach of Contract, Discharge and Remedies
PART THREE: DOMESTIC AND INTERNATIONAL SALES LAW
Chapter 21 Introduction to Sales and Lease Contracts
Chapter 22 Title, Risk of Loss, and Insurable Interest
Chapter 23 Performance and Obligations Under Sales and Lease Contracts
Chapter 24 Remedies for Breach of Sales and Lease Contracts
Chapter 25 Warranties

PART FOUR: NEGOTIABLE INSTRUMENTS AND BANKING
Chapter 26 Negotiable Instruments: Negotiability and Transferability
Chapter 27 Negotiation, Holder in Due Course, and Defenses
Chapter 28 Liability, Defenses, and Discharge
Chapter 29 Checks and Electronic Fund Transfers

PART FIVE: CREDITORS’ RIGHTS AND BANKRUPTCY
Chapter 30 Secured Transactions
Chapter 31 Other Creditors’ Remedies and Suretyship
Chapter 32 Bankruptcy and Reorganization

PART SIX: AGENCY
Chapter 33 Agency Formation and Duties
Chapter 34 Liability to Third Parties and Termination

PART SEVEN: BUSINESS ORGANIZATIONS
Chapter 35 Forms of Business Organizations
Chapter 36 Partnerships–Nature, Formation, and Operation
Chapter 37 Partnerships–Termination and Limited Partnerships
Chapter 38 Corporations–Formation and Financing
Chapter 39 Corporations–Directors, Officers, and Shareholders
Chapter 40 Corporations – Mergers, Consolidations, and Termination
Chapter 41 Corporations–Securities and Investor Protection

PART EIGHT: EMPLOYMENT AND LABOR RELATIONS
Chapter 42 Employment & Labor Law
Chapter 43 Employment Discrimination

PART NINE: GOVERNMENT REGULATION
Chapter 44 Administrative Law
Chapter 45 Consumer Law
Chapter 46 Environmental Law
Chapter 47 Antitrust Law

PART TEN: PROPERTY
Chapter 48 The Nature of Property, Personal Property, and Bailments
Chapter 49 Real Property
Chapter 50 Landlord-Tenant Law
Chapter 51 Insurance Law
Chapter 52 Wills and Trusts

NEW

ROUND TABLE VIEWPOINTS: BUSINESS LAW
By M Neil Browne and Nancy K Kubasek of Bowling Green State University

2009 (October 2008) / 600 pages
ISBN: 978-0-07-352729-1
http://www.mhcls.com/text-data/catalog/0073527297.mhtml

ROUND TABLE VIEWPOINTS: BUSINESS LAW offers varying perspectives on important issues and provides readers with balanced and fair coverage of a topic to form their own opinion or to support their research. This reader is designed to address a number of different issues regarding business law. Each issue question is relevant to the topic and guides readers through the readings. The controversy and different views among the captivating readings is readily apparent to the reader and stimulates discussion. The 3-5 selections per issue are current, culled from a variety of sources, and relate to the most popular issues surrounding the topic. In addition to the issue questions and selections, ROUND TABLE VIEWPOINTS: BUSINESS LAW includes an issue introduction; summary/overview; highlights; critical thinking; challenge questions; and additional reading and/or websites.

FEATURES
- Correlation Guide: www.mhhe.com/mhcp/CorrelationGuides/RTS_Business_Law_1e.pdf
- This convenient guide matches the issues in Roundtable Viewpoints: Business Law with the corresponding chapters in three of our best-selling McGraw-Hill Business Law textbooks by Kubasek et al., Barnes et al., and Brown/Sukys.

CONTENTS
Issue 1 Are Courts Strangling Businesses with Tort Suits?
Issue 2 Should An Employee Be Able to Be Fired for Any Reason?
Issue 3 To What Extent Should the Board of Directors Be Free to Make Business Decisions?
Issue 4 When Is Someone Acting on Your Behalf?
Issue 5 Should Employers Be Able to Force Employees into Arbitration?
Issue 6 Should the Law Allow a Business to Withhold Information from Consumers?
Issue 7 Should Homeowners Be Able to Do What They Want with Their Property?
Issue 8 Should the Government Be Able to Take Your Property for Purpose of Job Creation?
Issue 9 Who Should Be Sued When Many People Are Involved in a Securities Fraud?
Issue 10 What Should You Be Able to Keep When You Go Bankrupt?

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FUNDAMENTALS OF BUSINESS LAW

6th Edition

By Mary Earle, Adelaide Institute of TAFE

2008 (November 2008)
ISBN: 978-0-07-009144-3 (with eBook)
McGraw-Hill Australia Title

This highly-regarded text has been completely updated to meet the needs of business students undertaking the introductory study of business law. Renowned for its readability, the fifth edition builds on this reputation with an improved layout, designed to encourage and enhance students’ understanding of the essentials of business law. The robust theory in the text has been supplemented by case studies and newspaper articles, providing students with a real-life focus and further opportunity for discussion. The fifth edition contains both new and updated cases, including a number of new cases in the area of torts. Many of the featured cases are highly topical, for example, Waverley Municipal Council v Swain, which deals with liability of a public authority for negligence, and includes a discussion of the 2005 High Court judgment. This book is specifically for students who are studying business law as part of a business studies course whether the main focus of that course is commerce, accounting, management, human resources or another area of business.

NEW TO THIS EDITION

- NEW E-COMMERCE CHAPTER: Due to adopter and reviewer feedback, the 5th edition will include a new chapter on e-Commerce law.
- CASE STUDIES: All current cases have been revised and updated. Special attention has been devoted to revised cases in the area of torts.

FEATURES

- LAW IN ACTION: The Law in Action feature gives students a functional demonstration of how certain laws work in society.
- MARGIN NOTES: Placed strategically, these notes highlight features such as web-link references, key words and topics.
- WEB LINKS: Each chapter includes web-links to relevant online material, to ensure students can easily cross-reference examples and readings.
UPDATE TO FUNDAMENTALS OF BUSINESS LAW
5th Edition
By Margaret Barron, Adelaide Institute of TAFE
2007 (October 2007)
ISBN: 978-0-07-013837-7
McGraw-Hill Australia Title

This highly-regarded text has been completely updated to meet the needs of business students undertaking the introductory study of business law. Renowned for its readability, the fifth edition builds on this reputation with an improved layout, designed to encourage and enhance students’ understanding of the essentials of business law. The robust theory in the text has been supplemented by case studies and newspaper articles, providing students with a real-life focus and further opportunity for discussion. The fifth edition contains both new and updated cases, including a number of new cases in the area of torts. Many of the featured cases are highly topical, for example, Waverley Municipal Council v Swain, which deals with liability of a public authority for negligence, and includes a discussion of the 2005 High Court judgment. This book is specifically for students who are studying business law as part of a business studies course whether the main focus of that course is commerce, accounting, management, human resources or another area of business.

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BUSINESS LAW
The Ethical, Global, and E-Commerce Environment, 13th Edition
By Jane Mallor, Michael Phillips, L. Thomas Bowers, A. James Barnes and Arlen Langvardt of Indiana University - Bloomington
2007 (February 2006) / 1312 pages
(with OLC Card and You Be the Judge DVD, Vol 1 & 2)
[IE with OLC & You be the Judge DVD]
http://www.mhhe.com/mallor13e

Mallor, Barnes, Bowers and Langvardt’s: Business Law: The Ethical, Global, and E-Commerce Environment, 13e is appropriate for the two-term business law course. The cases in the 13th edition are excerpted and edited by the authors. The syntax is not altered, therefore retaining the language of the courts. As in the 12th edition, the 13th edition includes a mix of actual AND hypothetical cases. The title has been changed to reflect a new focus of the book - the global and Internet environment.

CONTENTS
Chapter 1 The Nature of Law.
Chapter 2 The Resolution of Private Disputes.
Chapter 3 Business and the Constitution.
Chapter 4 Business Ethics, Corporate Social Responsibility, Corporate Governance and Critical Thinking.
Part 2 Crimes and Torts.
Chapter 5 Crimes.
Chapter 6 Intentional Torts.
Chapter 7 Negligence and Strict Liability.
Chapter 8 Intellectual Property and Unfair Competition.
Part 3 Contracts.
Chapter 9 Introduction to Contracts.
Chapter 10 The Agreement: Offer.
Chapter 11 The Agreement: Acceptance.
Chapter 12 Consideration.
Chapter 13 Reality of Consent.
Chapter 14 Capacity to Contract.
Chapter 15 Illegality.
Chapter 16 Writing.
Chapter 17 Rights of Third Parties.
Chapter 18 Performance and Remedies.
Part 4 Sales.
Chapter 19 Formation and Terms of Sales Contracts.
Chapter 20 Product Liability.
Chapter 21 Performance of Sales Contracts.
Chapter 22 Remedies for Breach of Sales Contracts.
Part 5 Property.
Chapter 23 Personal Property and Bailments.
Chapter 24 Real Property.
Chapter 25 Landlord and Tenant.
Chapter 26 Estates and Trusts.
Chapter 27 Insurance Law (moved from ch. 53).
Part 6 Credit.
Chapter 28 Introduction to Credit and Secured Transactions.
Chapter 29 Security Interests in Personal Property.
Chapter 30 Bankruptcy.
Part 7 Commercial Paper.
Chapter 31 Negotiable Instruments.
Chapter 32 Negotiation and Holder in Due Course.
Chapter 33 Liability of Parties.
Chapter 34 Checks and Electronic Transfers (new title).
Part 8 Agency
Chapter 35 The Agency Relationship.
Chapter 36 Third-Party Relations of the Principal and the Agent.
Part 9 Partnership Law.
Chapter 37 Introduction to Forms of Business and Formation of Partnerships.
Chapter 38 Operation of Partnership and Related Forms.
Chapter 39 Partners’ Dissociation and Partnerships’ Dissolution and Winding Up.
Chapter 40 Limited Partnerships, Limited Liability Limited Partnerships, and Limited Liability Companies.
Part 10 Corporations.
Chapter 41 History and Nature of Corporations.
Chapter 42 Organization, Financial Structure, and Dissolution of Corporations.
Chapter 43 Management of Corporations.
Chapter 44 Shareholders’ Rights and Liabilities.
Chapter 45 Securities Regulation.
Chapter 46 Legal Responsibilities of Auditors and Consultants.
Part 11 Regulation of Business.
Chapter 47 Administrative Agencies.
Chapter 49 Antitrust: The Sherman Act.
Chapter 50 The Clayton Act, The Robinson-Patman Act, and Antitrust Exemptions and Immunities.
Chapter 51 Employment Law.
Chapter 52 Environmental Regulations.
Appendix A The Constitution of the United States of America
INTRODUCTION TO BUSINESS LAW IN SINGAPORE
3rd Edition
By Ravi Chandran, National University of Singapore
2005 / 384 pages
An Asian Publication

CONTENTS
Preface. Law Report Abbreviations. Table of Cases. Table of Legislation.
THE LEGAL AND REGULATORY ENVIRONMENT OF BUSINESS

14th Edition

By O Lee Reed, Peter J Shedd and Jere W Morehead of University of Georgia, Marisa Anne Pagnattaro

2008 (August 2006) / 736 pages

http://www.mhhe.com/Reed14e

In 1963, the first edition of Legal and Regulatory Environment of Business, authored by Bob Corley, started a new course emphasizing the legal environment in which business is conducted. By focusing on the public nature of how government regulates business activities, rather than simply how businesses privately make transactions, a movement away from traditional Business Law began. Through its previous 13 editions, Legal and Regulatory Environment of Business has been the leader in setting the standard for materials covered in an introduction to the legal and regulatory environment of business.

CONTENTS

Part ONE : Introduction to Law.
1. Law as the Foundation of Business.
2. The Ethical Basis of Law and Business Management.

Part TWO : Dispute Resolution.
3. The Court System.
4. Litigation.

6. The Constitution and Business.

Part FOUR : Business Regulations.
17. Environmental Laws and Pollution Control.

Part FIVE : Globalization.
18. International Law

Appendix I Case Briefing and Legal Study Tips
Appendix II Sample Complaint
Appendix III The Constitution of the United States of America
Appendix IV Selected Sections of Article 2 of Uniform Commercial Code
Appendix V Selected Sections of the Sarbanes-Oxley Act of 2002
Appendix VI Selected Sections of Securities Act of 1933
Appendix VII Selected Sections of Securities Exchange Act of 1934
Glossary Index

LEGAL ASPECTS OF BUSINESS

3rd Edition

By Akhileswar Pathak, Indian Institute of Management-Ahmedabad

2007 (May 2007) / 596 pages

McGraw-Hill India Title
http://www.mhhe.com/pathaklab3e

The book adopts a “learning by discovering” approach which makes it refreshingly different and a motivational read. Each important theme (of the laws) opens with a chapter having unanswered cases that bring out disputes arising from business practices and other common incidents. The student -- in thinking through the cases and settling the disputes – discovers the concepts and principles that underlie that theme and interpretation of the relevant legal provisions. The succeeding chapter on the same theme confirms the student’s understanding and develops it further through notes, examples, and review & analysis of court judgements.

CONTENTS

1. Introduction to Law and Business

PART 1: CONTRACT LAW
2. Introduction to Contract Law
3. Offer, Acceptance and Agreement
4. Acceptance, Rejection and Revocation of Offer
5. Formation of Agreement: Cases
6. Formation of Agreement: Text
7. Time and Place of Formation of Contract
8. Unilateral and Bilateral Contracts
9. Consideration: Cases
10. Consideration and Contracts
11. Sufficiency of Consideration
12. Privity of Contract
13. Capacity to Contract
14. Void Contracts
15. Voidable Contracts
16. Contingent Contract
17. Breach, Damages and Compensation

PART 2: SALE OF GOODS
19. Ownership and Quality of Goods: Cases
20. Sale of Goods: Ownership and Quality
21. Sale and Transfer of Ownership: Cases
22. Sale of Goods: Transfer of Property

PART 3: SPECIAL CONTRACTS
24. Bailment
25. Guarantee
26. Agent, Agency and Principal
27. Partnership

PART 4: CONSUMER PROTECTION
28. Reading Legal Texts
29. Consumer Protection Act: Cases
30. Formation of the Consumer Protection Act
Employment Law

NEW

EMPLOYMENT LAW
Going Beyond Compliance to Engagement and Empowerment

By Rosemarie Feuerbach Twomey, Fairleigh Dickinson University

2010 (January 2009) / 624 pages
ISBN: 978-0-07-302697-8
http://www.mhhe.com/twomey1e
(Details unavailable at press time)

NEW

EMPLOYMENT LAW FOR BUSINESS
6th Edition

By Dawn Bennett-Alexander, University of Georgia and Laura P. Hartman, University of Wisconsin-Madison

2009 (November 2008) / 832 pages
ISBN: 978-0-07-337763-6
http://www.mhhe.com/emplaw6e

Bennett-Alexander and Hartman's Employment Law for Business, 6/e addresses law and employment decisions from a managerial perspective. It is intended to instruct students on how to manage effectively and efficiently with full comprehension of the legal ramifications of their decisions.

Students are shown how to analyze employment law facts using concrete examples of management-related legal dilemmas that do not present clear-cut solutions. The methods of arriving at resolutions are emphasized, so that when the facts of the workplace problem are not quite the same, the student can still reach a good decision based on the legal considerations required by law, which remain relevant.

NEW TO THIS EDITION

- Employment Law for Business is the first text to be published that will contain analysis of the implications of the ADA Amendments Act of 2008
- New and updated case-based examples: Though seminal cases have, of course, been retained, examples, cases and end-of-chapter questions have been updated to a significant extent in order to ensure that readers are completely engaged and that the text responds to the business challenges and dilemmas that readers will face today.
- Updated information about technology in the workplace: Corporate blogs, instant messaging, employee privacy and other electronic communication is discussed. New cases are included to reflect the changing technology environment in the workplace.

- New End of Chapter Cases: Many new cases have been added and all cases are now located at the end of the chapter. There is a case icon in the chapter where the case is first discussed or relevant to the text. As with previous editions, you can rely on Bennett-Alexander and Hartman for a minimum of legalese and only facts that are relevant to employment law issues.
- Streamlined Content: Chapters 15-17 from 5/e are combined into one chapter in 6/e (Chapter 15). The new Chapter 15 is titled Selected Employee Benefits and Protections. FMLA, OSHA, ERISA, and FLSA content will all be included in this chapter

CONTENTS

PART ONE The Regulation of the Employment Relationship
1. The Regulation of Employment
2. Title VII of the Civil Rights Act of 1964
3. Legal Construction of the Employment Environment

PART TWO The Regulation of Discrimination in Employment
4. Affirmative Action
5. Race Discrimination
7. Gender Discrimination
8. Sexual Harassment
9. Affinity Orientation Discrimination
10. Religious Discrimination
11. Age Discrimination
12. Disability Discrimination

PART THREE The Regulation of the Employment Environment
13. The Employee's Right to Privacy and Management of Personal Information
14. Labor Law
15. Selected Employment Benefits and Protections

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EMPLOYMENT LAW
An Introduction for HR and Business Students, 2nd Edition

By Kathy Daniels, Sam Aryee, Pawan Budhwar, Ann Davis, Margaret Harris, Carole Parkes, Judy Scully, Helen Shipton and Michael West

This new edition has been thoroughly updated, and includes expanded coverage of the impact of EU Law, and Discrimination Law including ageism, sexual orientation, religious belief, harassment and disability. The text is ideal text for those business students on undergraduate and postgraduate courses who are taking a first module in Employment Law. It covers a comprehensive range of topics enabling students to gain a solid understanding of the key principles of the subject. The engaging, authoritative writing style and range of learning features make this a refreshingly accessible and student-friendly read. Each chapter includes summaries of topical and relevant cases, direction to key sources of legal information and suggestions for further reading whilst covering the CIPD’s standards for the Employment Law elective on the Professional Development Scheme (PDS). This text includes a range of case studies, tasks and examples to consolidate learning and includes a brand new section on Employment Law study skills to help students get to grips with how to access and read law reports, understand the sources of the law, find and use up-to-date legal information (particularly websites) and how to prepare for exams and written assignments.

NEW TO THIS EDITION
- The most student-friendly yet authoritative introduction to Employment Law for non-lawyers
- Provides just the right amount of detail to allow students to gain a solid grounding in the subject
- Equips students with the study skills they need to successfully study the subject. Ideal for revision purposes.

CONTENTS
Cases referred to in this book
Legislation referred to in this book
Preface
Acknowledgements
Studying Employment Law
The Formation of Employment Law
The Employment Tribunals and Employment Appeal Tribunal
Contract of Employment
Atypical Contracts and the Variation of Contracts
Individual Protection Rights
Discrimination (1)
Discrimination (2)
Termination of Employment (1)
Termination of Employment (2)
Trade Union Legislation
Privacy and Confidential Information
Health and Safety Legislation
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Website: www.mheducation.asia
Business Process & Re-engineering ................................................................. 42
Customer Relations Management ................................................................. 50
Cyberlaw and Ethics ......................................................................................... 44
Cyberpreneurship .............................................................................................. 44
E-Commerce Cases Book ................................................................................ 45
Internet Marketing ............................................................................................. 43
Introduction to E-Commerce ............................................................................. 41
Logistics & Supply Chain Management (Prof Ref) ............................................ 50
Knowledge Management .................................................................................... 45
Professional E-Commerce .................................................................................. 50
Purchasing and Supply Chain Management ..................................................... 45
Risk Management ............................................................................................. 44
Strategy .............................................................................................................. 44
Technology / Infrastructure ............................................................................. 41
## E-COMMERCE

### 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supply Chain Logistics Management, 3e</td>
<td>Bowersox</td>
<td>9780073377872</td>
<td>45</td>
</tr>
<tr>
<td>Supply Management, 8e</td>
<td>Burt</td>
<td>9780073381459</td>
<td>46</td>
</tr>
</tbody>
</table>

### 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic Commerce: Framework, Technologies, and Applications, 3e [India]</td>
<td>Bhasker</td>
<td>9780070264328</td>
<td>41</td>
</tr>
<tr>
<td>Matching Supply with Demand: An Introduction to Operations Management, 2e</td>
<td>Cachon</td>
<td>9780073525167</td>
<td>46</td>
</tr>
<tr>
<td>Logistics &amp; Supply Chain Management [UK]</td>
<td>Jonsson</td>
<td>9780077117382</td>
<td>47</td>
</tr>
</tbody>
</table>
**E-COMMERCE**

**Introduction to E-Commerce**

**International Edition**

**INTRODUCTION TO E-COMMERCE**

2nd Edition

By Jeffrey F. Rayport and Bernard J. Jaworski of Monitor / Marketspace Center and Breakaway Solutions Inc.

2004 / 512 pages


http://www.mhhe.com/rayport04

CONTENTS

1 A Framework for E-Commerce

Part I: The Basic Technology of the Internet and the Web

2 Basic Technology of the Web and E-Commerce Businesses

Part II: Strategy Formulation for New Economy Firms

3 Framing Market Opportunity

4 Business Models

5 Customer Interface

6 Market Communications and Branding

7 Strategy Implementation

8 Metrics

Part III: Technology Infrastructure

9 Website Development Process

10 Website Architecture

Part IV: Capital Infrastructure

11 Human and Financial Capital

Part V: Media Infrastructure

12 Media Convergence

Part VI: Public Policy and Structure

13 Public Policy: Regulation

---

**E-COMMERCE**

**Strategy, Technologies And Applications**

By David Whiteley

2000 / 300 pages


McGraw-Hill UK Title

www.mcgraw-hill.co.uk/books/whiteley

CONTENTS

Acknowledgements

Preface

Part 1: Introduction to Electronic Commerce

Chapter 1 Electronic Commerce

Part 2: Business Strategy in an Electronic Age

Chapter 2 The Value Chain

Chapter 3 Competitive Advantage

Chapter 4 Business Strategy

Chapter 5 Case Study—Electronic Commerce in Passenger Air Transport

Part 3: Business to Business Electronic Commerce

Chapter 6 Inter-organisational Transactions

Chapter 7 Electronic Markets (EM)

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**NEW**

**ELECTRONIC COMMERCE**

Framework, Technologies, and Applications, 3rd Edition

By Bharat Bhasker, Indian Institute of Management

2008 (September 2008) / 488 pages


McGraw-Hill India Title

NEW TO THIS EDITION

- Blend of technology and application orientation
- Strong on internet security issues and electronic payment concepts
- Multi-tiered architectural framework in explaining e-commerce
- Strong Indian orientation of the book – Indian case studies on FABMART, SBI e-Rail, IIM Lucknow etc

CONTENTS

1. Introduction to Electronic Commerce

2. Electronic Commerce: Business Models

3. Electronic Data Interchange


5. electronic Commerce: Network Infrastructure

6. Electronic Commerce: Information Distribution and Messaging

7. Electronic Commerce: Information Publishing Technology

8. Electronic Commerce: Securing the Business on Internet


10. Electronic Payment Systems

11. Electronic Commerce: Influence on Marketing

12. Electronic Commerce: Search Engines and Directory Services

13. Internet Advertising


15. Agents in Electronic Commerce

---

41
International Edition

E-COMMERCE
Context, Concepts and Consequences
By N Bandyopadhyay, University of East London
2002 / 400 pages
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/bandyo

CONTENTS
Context: 1. Introduction to Electronic Commerce.
2. The Internet and the World-Wide-Web for E-commerce.
3. Information in Organizations.
5. Communication Infrastructure for E-commerce.
6. Information Management Infrastructure for E-commerce.
7. Operational Infrastructure for E-commerce Consequences.
8. Strategic Implementation of E-commerce.

International Edition

E-BUSINESS AND E-COMMERCE INFRASTRUCTURE
Technologies Supporting E-Business Initiative
By Abhijit Chaudhury and Jean-Pierre Kailhoer
2002 / 488 pages

CONTENTS
Chapter 1 E-Commerce and E-Business
Chapter 2 Networking Fundamentals Multiplexing
Chapter 3 Communication Protocols for E-Business
Chapter 4 Network Security and E-Commerce
Chapter 5 Authentication, Encryption, Digital Payments, and Digital Money
Chapter 6 Server Platforms in E-Commerce
Chapter 7 Language for the Web: HTML, XML, and Beyond
Chapter 8
Chapter 9 Software
Chapter 10 Multimedia and Web-casting on the Web

Business Process & Re-engineering

INTERNET BUSINESS MODELS AND STRATEGIES
Text and Cases, 2nd Edition
By Allan Afuah, University of Michigan-Ann Arbor and Christopher Tucci, New York University
2003 / 496 pages
http://www.mhhe.com/afuah12e

CONTENTS
Part I: The Internet
Chapter 1. Introduction and Overview
Chapter 2. Overview of Internet Technology and Value Network
Chapter 3. Competitive Landscape-Changing Properties of the Internet
Part II: Components, Linkages, Dynamics, and Evaluation of Business Models
Chapter 4. Components of a Business Model
Chapter 5. Dynamics of Business Models (rewritten new chapter)
Chapter 6. Taxonomy of Internet Business Models (new)
Chapter 7. Value Configurations and the Internet
Chapter 8. Valuing and Financing an Internet Start-Up
Chapter 9. Appraisals of Internet Business Models (expanded into new chapter)
Part III: The Role of Competitive and Macro Environments
Chapter 10. Competitive and Macro Environments
Part IV: Applying the Concepts, Models, and Tools
Chapter 11. The General Manager and the Internet
Chapter 12. Sample Analysis of an Internet Business Model Case
Part V : Cases
Case 1. Broadcast.com
Case 2. Webvan: Reinventing the Milkman
Case 3. Reflect.com: Burn the Ship (new)
Case 4. VerticalNet
Case 5. Live READS: Valuing an e-Book Startup (new)
Case 6. Beyond Interactive
Case 7. Hotmail: Free email for sale Case 8 GMBuyPower
Case 9 iVillage
Case 10 eBay, Inc.
Case 11 Microsoft: X-Box online (new)
Case 12 Sun Microsystems
Case 13 Oscar: The Open Source Car Project (new)
Case 14 E*trade: A lust for being different (new)
Case 15 RIM: Blackberry: Wireless e-mail: the killer App? (new)
Case 16 Sprint PCS: Winning the Wireless War? (new)
Case 17 Napster: The Giant Online Pirate Bazaar? (new)
INTERNET BUSINESS MODELS
Text and Cases
By Thomas Eisenmann, Harvard Business School
2002 / 656 pages

CONTENTS
PREFACE
INTERNET ACCESS PROVIDERS
1. Tele-Communications, Inc.: Accelerating Digital Deployment
2. Geocast Network Systems, Inc.
3. Teledesic [CD ROM bound into volume]
ONLINE PORTALS
4. Yahoo!: Business on Internet Time
5. StarMedia: Launching a Latin American Revolution
6. Tellme Networks, Inc.
ONLINE CONTENT PROVIDERS
7. Boston.com
8. CNET 2000
9. BET.com
10. BMG Entertainment
ONLINE RETAILERS
11. Staples.com
12. Petstore.com
13. Sendwine.com
ONLINE BROKERS
14. DLJdirect: “Putting Our Reputation Online”
15. Carpoint in 1999
16. Rosenbluth International and Biztravel.com
17. Wit Capital: Evolution of the Online Investment Bank
(A) and (B) ONLINE MARKET MAKERS
18. Priceline Webhouse Club
19. eBricks.com
20. Sothebys.com
NETWORKED UTILITY PROVIDERS
21. Adobe Systems Incorporated
APPLICATION SERVICE PROVIDERS
22. Everdream
23. DoubleTwist, Inc.

INTERNET MARKETING
Building Advantage in a Networked Economy, 2nd Edition
By Rafi Mohammed, Monitor Marketspace Center, Robert J. Fisher, University of Western Ontario, Bernard J. Jaworski, Monitor Marketspace Center and Gordon Paddison, New Line Cinema
2004 / 768 pages

http://www.mhhe.com/mohammed04

CONTENTS
Chapter 1: Introduction to Internet Marketing
Part I: Framing the Market Opportunity
Chapter 2: Framing the Market Opportunity
Part II: Marketing Strategy
Chapter 3: Marketing Strategy in Internet Marketing
Part III: The Design of the Customer Experience
Chapter 4: Customer Experience
Part IV: Building the Customer Interface
Chapter 5: Customer Interface
Part V: The Design of the Marketing Program
Chapter 6: Customer Relationships
Chapter 7: Product
Chapter 8: Pricing
Chapter 9: Communication
Chapter 10: Community
Chapter 11: Distribution
Chapter 12: Branding
Chapter 13: Designing the Marketspace Matrix
Chapter 14: Designing the Marketing Program for Lord of the Rings
Part VI: Leveraging Customer Information Through Technology
Chapter 15: Customer Information Systems: Leveraging Customer Information Through Internet Technology
Part VII: Marketing Program Evaluation
Chapter 16: Customer Metrics

INTERNET MARKETING
Readings and Online Resources
By Paul S. Richardson, Loyola University—Chicago
2001 / 368 pages

http://www.mhhe.com/richardson01

CONTENTS
1. Introduction To Internet Marketing.
2. Conceptual Foundations of Internet Marketing.
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6. Interactivity & Community.
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10. The Internet & Public Policy.
11. The Internet & Information Economics.

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Cyberlaw and Ethics

INTERNATIONAL EDITION

LEGAL LANDMINES IN E-COMMERCE
By David R. Canton, Harrison Pensa LLP and John E. Millar, The Attache Group, Inc.
2003 / 144 pages

CONTENTS
Introduction
Case 1: www.centralmba.com
Case 2: Creating a Web Site for Medisys Health Group
Case 3: Enerline Restorations Inc.: Stay With an ASP?
Case 4: Homegrocer.com
Case 5: e Lance.com: Preventing Disintermediation

Cyberpreneurship

INTERNATIONAL EDITION

BUILDING AN E-BUSINESS
From the Ground Up
By Elizabeth Eisner Reding
2001 / 192 pages
http://www.mhhe.com/ebusiness

CONTENTS
CHAPTER ONE: Getting Started on the Web
CHAPTER TWO: Creating a Business Plan
CHAPTER THREE: Developing a Marketing Plan
CHAPTER FOUR: Designing a Web Page
CHAPTER FIVE: Creating a Web Site
CHAPTER SIX: Enhancing Web Pages
CHAPTER SEVEN: Creating Advanced Web Pages
CHAPTER EIGHT: Running an E-Business / Glossary

Risk Management

INTERNATIONAL EDITION

ELECTRONIC COMMERCE
Security, Risk Management, and Control,
2nd Edition
By Marilyn Greenstein, Arizona State University-West and Miklos Vasarhelyi, Rutgers University, Newark
2002
http://www.mhhe.com/business/accounting/greenstein2e

CONTENTS
1. Overview of Electronic Commerce.
2. The Electronization of Business.
5. The Regulatory Environment.
6. EDI, Electronic Commerce and the Internet.
7. Risks of Insecure Systems.
11. Firewalls.
13. Intelligent Agents.
14. Web-Based Marketing

Strategy

INTERNATIONAL EDITION

INTRODUCTION TO E-COMMERCE
2nd Edition
By Jeffrey F. Rayport and Bernard J. Jaworski of Monitor / Marketspace Center and Breakaway Solutions Inc.
2004 / 512 pages
http://www.mhhe.com/rayport04

CONTENTS
1 A Framework for E-Commerce
Part I: The Basic Technology of the Internet and the Web
2 Basic Technology of the Web and E-Commerce Businesses
Part II: Strategy Formulation for New Economy Firms
3 Framing Market Opportunity
4 Business Models
5 Customer Interface
6 Market Communications and Branding
7 Strategy Implementation
8 Metrics
Part III: Technology Infrastructure
9 Website Development Process
10 Website Architecture
Part IV: Capital Infrastructure
11 Human and Financial Capital
Part V: Media Infrastructure
12 Media Convergence
Part VI: Public Policy and Structure
13 Public Policy: Regulation

International Edition
E-COMMERCE
By Jeffrey Rayport and Bernard Jaworski of Monitor / Marketspace Center
2001 / 456 pages
http://www.mhhe.com/marketspace

CONTENTS
Chapter 1: Overview of E-commerce Framework
Chapter 2: Framing Market Opportunity
Chapter 3: Business Models
Chapter 4: Customer Interface
Chapter 5: Market Communications and Branding
Chapter 6: Implementation
Chapter 7: Metrics
Chapter 8: Valuation
Chapter 9: Network Infrastructure
Chapter 10: Media Convergence

Knowledge Management

International Edition
KNOWLEDGE MANAGEMENT
By Ganesh Natarajan, President of APTECH, a leading training &
consultant organization and Sandhya Shekhar, Principal Consultant of
APTECH, Mumbai.
2000 / 375 pages
McGraw-Hill India Professional Reference Title

CONTENTS
1. Introduction.
2. Demystifying Knowledge Management.
3. KM The Business Perspective.
4. KM The Technology Perspective.
5. KM The Process Perspective.
6. KM The Learning Systems Perspective.
7. KM The Market Perspective.
8. Building the Knowledge Corporation.
9. KM in Other Segments.
10. KM Your Perspective.
11. KM The Future

E-Commerce Cases Book

International Edition
CASES IN ELECTRONIC COMMERCE
2nd Edition
By Sid L Huff, Scott Schneberger, Michael Wade, Peter Newson and
Michael Parent
2002 / 488 pages

CONTENTS
1. Introduction
2. E-Commerce Infrastructure
3. Sourcing of E-Commerce Capabilities
4. Financial Systems and Choices
5. Business-to-Consumer E-Commerce
7. Virtual Work
8. Virtual Communities
9. Social and Legal Issues

Purchasing and Supply Chain Management

International Edition
SUPPLY CHAIN LOGISTICS MANAGEMENT
3rd Edition
By Donald Bowersox, David Closs and M Bisby Cooper of Michigan State
University-East Lansing
2010 (February 2009) / 480 pages
ISBN: 978-0-07-127617-7 [IE]
(Details unavailable at press time)
MATCHING SUPPLY WITH DEMAND
An Introduction to Operations Management, 2nd Edition
By Gerard Cachon and Christian Terwiesch of University of Pennsylvania

2009 (April 2008) / 480 pages

www.mhhe.com/cachon_terwiesch2e

MATCHING SUPPLY WITH DEMAND by Cachon and Terwiesch is the most authoritative, cutting-edge book for operations management MBAs. The book demands rigorous analysis on the part of students without requiring consistent use of sophisticated mathematical modeling to perform it. When the use of quantitative tools or formal modeling is indicated, it is only to perform the necessary analysis needed to inform and support a practical business solution.

NEW TO THIS EDITION

❖ New Chapter 5 (The Link Between Operations and Finance) relates operational performance to the overall financial performance of the firm. It discusses the link between process effectiveness and corporate balance sheets and income statements. This material provides a powerful motivation for the micro analysis discussed in this book—students want to know that they are studying issues of importance at all managerial levels of the firm.

❖ New Chapter 10 is dedicated to the Toyota Production System and lean operations. It provides an expanded version of the material that was in Chapter 8 of the 1st edition. Responding to market feedback, the authors decided that this material is sufficiently important to merit an entire chapter. However, the principles guiding the Toyota Production System are discussed in most of the other chapters as well. This chapter repeats, summarizes and reinforces these concepts to solidify a student’s understanding.

❖ Expanded quality chapter: Chapter 9 expands upon the first edition’s quality management chapter and places an emphasis on six-sigma process improvement and robust design, hence the change in the chapter title to “Quality Management, Statistical Process Control, and Six Sigma Capacity.”
LOGISTICS & SUPPLY CHAIN MANAGEMENT

By Patrick Jonsson, Chalmers University of Technology

2008 (March 2008) / 544 pages
McGraw-Hill UK Title

Logistics and Supply Chain Management is a comprehensive new text that explains the fundamentals of the subject so that the student understands the “game rules” goals and objectives when designing, planning and controlling efficient and effective logistics systems in supply chains. It also includes coverage of information technology, the impact of manufacturing and product structures on logistics and supply chain systems, and the environment. Designed specifically with the student in mind, this book is the perfect companion for introductory courses in logistics and supply chain management.

FEATURES
- The book contains many mini cases to illustrate current practice and key concepts defined and described in the book.
- Discussion tasks have been included to help facilitate effective learning and provide reinforcement.
- A comprehensive glossary has been included at the end of the book.

CONTENTS
Part One: The Logistics and Supply Chain Management Disciplines
Chapter One: Introduction to Logistics and Supply Chain Management
Chapter Two: The Logistics System
Chapter Three: The Material Flow

Part Two: Logistics and Supply Chain Goals and Performance
Chapter Four: Customer Service
Chapter Five: Logistics Costs and Tied-Up Capital
Chapter Six: Environmental Aspects of Logistics

Part Three: Logistics and Supply Chain Structures
Chapter Seven: Products in the Logistics System
Chapter Eight: Material Supply Structures
Chapter Nine: Production Processes and Layouts
Chapter Ten: Distribution Structures

Part Four: Planning and Control of Logistics and Supply Chain Systems
Chapter Eleven: Demand Management
Chapter Twelve: Materials Management
Chapter Thirteen: Manufacturing Planning and Control
Chapter Fourteen: Transport Planning
Chapter Fifteen: The Procurement Process

Part Five: Supply Chain, IT and Improvement Aspects of Logistics
Chapter Sixteen: Emerging Practices in Supply Chain Management
Chapter Seventeen: Information Systems for Logistics and Supply Chain Management

Appendices
Appendix A: ABC Analysis
Appendix B: Incremental Inventory Carrying Costs

DESIGNING AND MANAGING THE SUPPLY CHAIN
3rd Edition


2008 (July 2007) / 460 pages

As the most up-to-date, cutting-edge supply chain management book on the market, the Third Edition of Designing and Managing the Supply Chain discusses the problems, models and concepts derived from issues related to effective supply chain management. While many core supply chain management issues are interrelated, the authors have tried to make each chapter as self-contained as possible so that the reader can refer directly to chapters covering topics of interest. Each chapter utilizes case studies and numerous examples. Mathemati- cal and technical sections can be skipped without loss of continuity. Most textbooks do not include models and decision support systems robust enough for industry, but that is not true of this new edition. The accompanying CD-ROM also features the return of two simulations, the Computerized Beer Game and the Risk Pool Game and a computerized tool. These simulations help users develop and execute supply chain contracts while also illustrating many of the concepts discussed in the text.

CONTENTS
Chapter 1: Introduction
Chapter 2: Inventory Management and Risk Pooling
Chapter 3: Network planning
Chapter 4: Supply contracts
Chapter 5: The Value of information
Chapter 6: Supply Chain integration
Chapter 7: Distribution strategies
Chapter 8: Strategic alliances
Chapter 9: Procurement and Outsourcing Strategies
Chapter 10: Global Logistics and Risk Management
Chapter 11: Coordinated product and supply chain design
Chapter 12: Customer Value
Chapter 13: Smart Pricing
Chapter 14: Information Technology and Business Processes
Chapter 15: Technology standards
Appendix A: Computerized Beer Game
Appendix B: Risk Pool Game
Appendix C: Supply Contract Spreadsheet
Appendix D: Bidding Game
Supply Chain Logistics Management is exciting and promises to bolster traditional logistics courses and invigorate supply chain management courses, by examining traditional logistics issues within the context of the supply chain. Supply Chain Logistics Management integrates technology and provides a solid foundation that clearly describes the role of logistics within the supply chain, portraying a complete view of the subject and going farther to show how all the pieces fit together. The most current trends in process integration, relationship management, supply chain security and sustainability, globalization, and the impact of the new consumer economy on supply chain management and design are featured in the Second Edition.

CONTENTS

PART ONE – SUPPLY CHAIN LOGISTICS MANAGEMENT.
Chapter 1 21st Century Supply Chains.
Chapter 2 Logistics.
Chapter 3 Customer Accommodation.
Chapter 4 Procurement and Manufacturing.
Chapter 5 Information Technology Framework.
PART TWO – SUPPLY CHAIN LOGISTICS OPERATIONS.
Chapter 6 Inventory.
Chapter 7 Transportation Infrastructure.
Chapter 8 Transportation Operations.
Chapter 9 Warehousing.
Chapter 10 Packaging and Materials Handling.
Chapter 11 Operational Integration.
PART THREE – SUPPLY CHAIN LOGISTICS DESIGN.
Chapter 12 Global Strategic Positioning.
Chapter 13 Network Integration.
Chapter 14 Logistics Design and Operational Planning.
PART FOUR – SUPPLY CHAIN LOGISTICS ADMINISTRATION.
Chapter 15 Relationship Development and Management.
Chapter 16 Operational, Financial and Social Performance.
EPILOGUE

PURCHASING AND SUPPLY MANAGEMENT

13th Edition

By Michiel Leenders, University of Western Ontario, Harold E. Fearon, Center for Advanced Purchasing Studies, Emeritus, Anna Flynn and P. Fraser Johnson, University of Western Ontario

2006 / 588 pages

http://www.mhhe.com/leenders13e

CONTENTS

Chapter 1 – Purchasing and Supply Management
Chapter 2 – Supply Organization
Chapter 3 – Supply Processes
Chapter 4 – Information Systems and Technology
Chapter 5 – Quality, Specification and Service
Chapter 6 – Quantity and Inventory
Chapter 7 – Transportation and Delivery
Chapter 8 – Price
Chapter 9 – Cost Management, Discounts, and Negotiation
Chapter 10 – Supplier Selection
CUSTOMER RELATIONSHIP MANAGEMENT
Creating Competitive Advantage through Win-Win Relationship Strategies
By Kaj Storbacka, CEO of CRM Group Ltd and Jarmo L Lehtinen, University of Tampere
2001 / 176 pages

The aim of customer relationship management (CRM) is to build relationship strategies that refine relationships, and in this way increase their value. This book is the result of an extensive research project that studied new ideas in marketing and how these ideas are being applied in practice. Field trips to US and European businesses to study their CRM processes, and the participation of major Scandinavian companies provide a wide range of practical examples. The authors also draw on their experiences in consulting work to present in-depth examples of successful implementations of these new ideas.

WORLD-CLASS WAREHOUSING AND MATERIAL HANDLING

By Edward Frazelle, The Logistics Institute at Georgia Tech
2002 / 280 pages

Warehousing continues to play a critical role in assuring high levels of customer service and overall logistics performance. Efficient warehousing can minimize the effects of supply chain inefficiencies; can improve logistics accuracy and inventory management; and can allow for product accumulation, consolidation, and customization. The cost of warehousing should be commensurate with the contribution of warehousing to overall logistics performance—typically between 2% and 5% of corporate revenue. In world-class warehousing these costs are minimized while also improving customer service. The principles and systems described in this book are common denominators of world-class warehousing. The principles have been developed over a decade of logistics research, education and consulting project experience. World-Class Warehousing and Material Handling can be used to develop a warehouse master plan to support the corporation’s overall logistics strategy.

E-BAY THE SMART WAY

5th Edition
By Joseph T. Sinclair
2007 (May 2007) / 512 pages

The only thing easier than buying and selling on eBay is getting lumped in with more than 203 million other eBayers. With sales of over 150,000,000, the eBay the Smart Way series has helped countless eBayers find the best deals and maximize profits on everything from collectibles to cars to real estate. Now in its fifth blockbuster edition, this priceless tool has changed with the times to cover the latest trends, including new site offerings such as eBay Express and Best Offer, and features expanded coverage of PayPal, Google’s new e-commerce features, and more. eBay the Smart Way is the go-to resource for first-time sellers, with step-by-step instructions for listing products, creating attention-grabbing photos and descriptions, offering top-notch customer service, and maintaining high credibility. eBay buyers will also benefit from powerful strategies for finding the best products, bidding smarter, negotiating great deals, and more. For the most up-to-date and accessible information on how to make the most out of online auctions, “nothing explains it better than eBay the Smart Way.” - The Internet Marketing Bookshelf

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<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization Development</td>
<td>118</td>
</tr>
<tr>
<td>Principles of Management - Supplements</td>
<td>66</td>
</tr>
<tr>
<td>Principles of Management - Textbooks</td>
<td>55</td>
</tr>
<tr>
<td>Small Business Management</td>
<td>126</td>
</tr>
<tr>
<td>Special Topics in Management</td>
<td>147</td>
</tr>
<tr>
<td>Staffing</td>
<td>96</td>
</tr>
<tr>
<td>Strategic Management (Prof Ref)</td>
<td>160</td>
</tr>
<tr>
<td>Supervision</td>
<td>68</td>
</tr>
<tr>
<td>Technology &amp; Innovation</td>
<td>144</td>
</tr>
<tr>
<td>Training and Development</td>
<td>98</td>
</tr>
</tbody>
</table>
# NEW TITLES

## MANAGEMENT

### 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Business, 12e</td>
<td>Ball</td>
<td>9780073381404</td>
<td>101</td>
</tr>
<tr>
<td>Human Resource Management, 5e</td>
<td>Bernardin</td>
<td>9780073381435</td>
<td>83</td>
</tr>
<tr>
<td>Managing Human Resources, 8e</td>
<td>Cascio</td>
<td>9780073530260</td>
<td>83</td>
</tr>
<tr>
<td>Organizational Behavior: Essentials for Improving Performance and Commitment</td>
<td>Colquitt</td>
<td>9780078112553</td>
<td>69</td>
</tr>
<tr>
<td>The Global Challenge: International Human Resource Management, 2e</td>
<td>Evans</td>
<td>9780073530376</td>
<td>100</td>
</tr>
<tr>
<td>Business Ethics, 2e</td>
<td>Ghillyer</td>
<td>9780073377100</td>
<td>113</td>
</tr>
<tr>
<td>Human Resource Management, 11e</td>
<td>Ivancevich</td>
<td>9780073381466</td>
<td>83</td>
</tr>
<tr>
<td>Human Relations, 4e</td>
<td>Lamberton</td>
<td>9780073377049</td>
<td>80</td>
</tr>
<tr>
<td>Negotiation, 6e</td>
<td>Lewicki</td>
<td>9780073381206</td>
<td>124</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 09/10, 18e</td>
<td>Maidment</td>
<td>9780073528533</td>
<td>94</td>
</tr>
<tr>
<td>Organizational Behavior, 5e</td>
<td>McShane</td>
<td>9780073381237</td>
<td>70</td>
</tr>
<tr>
<td>Annual Editions: Business Ethics 09/10, 21e</td>
<td>Richardson</td>
<td>9780073528557</td>
<td>113</td>
</tr>
<tr>
<td>Crafting and Executing Strategy: The Quest for Competitive Advantage, Concepts and Cases, 17e</td>
<td>Thompson</td>
<td>9780073530420</td>
<td>131</td>
</tr>
<tr>
<td>Crafting and Executing Strategy: Text and Readings, 17e</td>
<td>Thompson</td>
<td>9780077247690</td>
<td>132</td>
</tr>
</tbody>
</table>

### 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Human Resource Management [UK CIPD]</td>
<td>ACHR</td>
<td>9781843981718</td>
<td>85</td>
</tr>
<tr>
<td>International Business, 3e [India]</td>
<td>Aswathappa</td>
<td>9780070221642</td>
<td>104</td>
</tr>
<tr>
<td>Management: Leading &amp; Collaborating in the Competitive World, 8e</td>
<td>Bateman</td>
<td>9780073381428</td>
<td>55</td>
</tr>
<tr>
<td>M: Management</td>
<td>Bateman</td>
<td>9780077258399</td>
<td>56</td>
</tr>
<tr>
<td>Employment Relations: Theory &amp; Practice [Aust]</td>
<td>Bray</td>
<td>9780070135321</td>
<td>86</td>
</tr>
<tr>
<td>Strategic Management of Technology and Innovation, 5e</td>
<td>Burgelman</td>
<td>9780073981541</td>
<td>144</td>
</tr>
<tr>
<td>Small Business Management: An Entrepreneur’s Guidebook, 6e</td>
<td>Byrd</td>
<td>9780073405070</td>
<td>126</td>
</tr>
<tr>
<td>Organizational Behavior: Improving Performance and Commitment in the Workplace</td>
<td>Colquitt</td>
<td>97800735303086</td>
<td>70</td>
</tr>
<tr>
<td>Entrepreneurship and Small Firm, 5e [UK]</td>
<td>Deakins</td>
<td>9780077121624</td>
<td>128</td>
</tr>
<tr>
<td>Interpersonal Skills in Organizations, 3e</td>
<td>De Janasz</td>
<td>9780073405018</td>
<td>81</td>
</tr>
<tr>
<td>An Introduction to Business Ethics, 3e</td>
<td>DesJardins</td>
<td>9780073386584</td>
<td>114</td>
</tr>
<tr>
<td>International Business [Aust]</td>
<td>Dowling</td>
<td>9780074717547</td>
<td>101</td>
</tr>
<tr>
<td>Labor Relations, 10e</td>
<td>Fossum</td>
<td>9780073530239</td>
<td>98</td>
</tr>
<tr>
<td>Essentials of Strategic Managament: The Quest for Competitive Advantage</td>
<td>Gamble</td>
<td>9780073530307</td>
<td>133</td>
</tr>
<tr>
<td>Management: A Real World Approach</td>
<td>Ghillyer</td>
<td>978007377018</td>
<td>57</td>
</tr>
<tr>
<td>Organizations: Behavior, Structure, Processes, 13e</td>
<td>Gibson</td>
<td>9780073381305</td>
<td>71</td>
</tr>
<tr>
<td>Human Resource Management for MBA Students [UK]</td>
<td>Henderson</td>
<td>9781843981473</td>
<td>87</td>
</tr>
<tr>
<td>Staffing Organizations, 6e</td>
<td>Heneman III</td>
<td>9780073530277</td>
<td>96</td>
</tr>
<tr>
<td>Global Business Today, 6e</td>
<td>Hill</td>
<td>9780073381398</td>
<td>102</td>
</tr>
</tbody>
</table>
## MANAGEMENT

### 2009

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Business, 7e</td>
<td>Hill</td>
<td>9780073381343</td>
<td>103</td>
</tr>
<tr>
<td>Leadership: Enhancing the Lessons of Experience, 6e</td>
<td>Hughes</td>
<td>9780073405049</td>
<td>120</td>
</tr>
<tr>
<td>Contemporary Management, 6e</td>
<td>Jones</td>
<td>9780073530437</td>
<td>58</td>
</tr>
<tr>
<td>Essentials of Contemporary Management, 3e</td>
<td>Jones</td>
<td>9780073530246</td>
<td>59</td>
</tr>
<tr>
<td>Entrepreneurial Small Business, 2e</td>
<td>Katz</td>
<td>9780073405063</td>
<td>126, 128</td>
</tr>
<tr>
<td>Strategy 2008-2009</td>
<td>Ketchen</td>
<td>9780073381282</td>
<td>134</td>
</tr>
<tr>
<td>Business Environment, 2e [UK CIPD]</td>
<td>Kew</td>
<td>9781843982043</td>
<td>142</td>
</tr>
<tr>
<td>Management, 4e</td>
<td>Kinicki</td>
<td>9780073381480</td>
<td>60</td>
</tr>
<tr>
<td>Organizational Behavior: Key Concepts, Skills &amp; Best Practices, 4e</td>
<td>Kinicki</td>
<td>9780073381411</td>
<td>72</td>
</tr>
<tr>
<td>International Management: Culture, Strategy, and Behavior, 7e</td>
<td>Luthans</td>
<td>9780073381190</td>
<td>108</td>
</tr>
<tr>
<td>Managing Human Resources: Contemporary Perspectives in New Zealand [Aust]</td>
<td>Macky</td>
<td>9780074717769</td>
<td>87</td>
</tr>
<tr>
<td>Annual Editions: International Business, 15e</td>
<td>Maidment</td>
<td>9780073528519</td>
<td>106</td>
</tr>
<tr>
<td>Annual Editions: Management, 15e</td>
<td>Maidment</td>
<td>9780073528502</td>
<td>66</td>
</tr>
<tr>
<td>The Art of Leadership, 3e</td>
<td>Manning</td>
<td>9780073381350</td>
<td>121</td>
</tr>
<tr>
<td>Human Resource Management at Work, 4e [UK CIPD]</td>
<td>Marchington</td>
<td>9781843982005</td>
<td>88</td>
</tr>
<tr>
<td>Organizational Behavior: Essentials, 2e</td>
<td>McShane</td>
<td>9780073381220</td>
<td>73</td>
</tr>
<tr>
<td>Fundamentals of Human Resource Management, 3e</td>
<td>Noe</td>
<td>9780073381473</td>
<td>84</td>
</tr>
<tr>
<td>Managing Organizational Change: A Multiple Perspectives Approach, 2e</td>
<td>Palmer</td>
<td>9780073404998</td>
<td>119</td>
</tr>
<tr>
<td>The Business Environment, 6e [UK]</td>
<td>Palmer</td>
<td>9780077119720</td>
<td>142</td>
</tr>
<tr>
<td>Formulation, Implementation and Control of Competitive Strategy, 11e</td>
<td>Pearce</td>
<td>9780073368122</td>
<td>135</td>
</tr>
<tr>
<td>Strategic Management, 11e</td>
<td>Pearce</td>
<td>9780073381367</td>
<td>136</td>
</tr>
<tr>
<td>International Management: Managing in a Diverse and Dynamic Global Environment, 2e</td>
<td>Phatak</td>
<td>9780073210575</td>
<td>109</td>
</tr>
<tr>
<td>Management, 13e</td>
<td>Rue</td>
<td>9780073381503</td>
<td>61</td>
</tr>
<tr>
<td>Human Resource Management, 4e [India]</td>
<td>Saiyadain</td>
<td>9780070263635</td>
<td>89</td>
</tr>
<tr>
<td>Behavior in Organizations, 9e</td>
<td>Shani</td>
<td>9780073404936</td>
<td>74</td>
</tr>
<tr>
<td>Business, Government and Society: A Managerial Perspective, 12e</td>
<td>Steiner</td>
<td>9780073405056</td>
<td>111</td>
</tr>
<tr>
<td>People Resourcing, 4e [UK CIPD]</td>
<td>Taylor</td>
<td>9781843981985</td>
<td>97</td>
</tr>
<tr>
<td>New Venture Creation: Entrepreneurship for the 21st Century, 8e</td>
<td>Timmons</td>
<td>9780073381558</td>
<td>129</td>
</tr>
<tr>
<td>Principles of Management, 4e [India]</td>
<td>Tripathi</td>
<td>9780070220881</td>
<td>62</td>
</tr>
<tr>
<td>Leading Corporate Citizens: Vision, Values, Value Added, 3e</td>
<td>Waddock</td>
<td>9780073381527</td>
<td>112, 121</td>
</tr>
<tr>
<td>Modern Competitive Strategy, 3e</td>
<td>Walker</td>
<td>9780073381381</td>
<td>137</td>
</tr>
</tbody>
</table>
By Thomas S Bateman, University of VA-Charlottesville and Scott A Snell, Cornell University

2009 (January 2008) / 800 pages
ISBN: 978-0-07-338142-8
http://www.mhhe.com/bateman8e

Bateman and Snell's Management: Leading & Collaborating in a Competitive World is a text with a fully modernized functional approach. This text is maintaining the four traditional functions of planning, organizing, leading, and controlling, while modernizing and re-visioning the concepts as delivering strategic value, building a dynamic organization, mobilizing people, and learning and changing. Bateman/Snell's results-oriented approach is a unique hallmark of this textbook. In this ever more competitive environment there are five essential types of performance, on which the organization beats, equals, or loses to the competition which are cost, quality, speed, innovation and new to this eighth edition, service. These five performance dimensions, when done well, deliver value to the customer and competitive advantage to you and your organization. Throughout the text Bateman & Snell remind students of these five dimensions and their impact on the “bottom line” with marginal icons contributing to the leadership and collaboration theme, which is the key to successful management. People working with one another, rather than against, is essential to competitive advantage.

NEW TO THIS EDITION

NEW! More results-oriented thru the addition of service - In this ever more competitive environment there are five essential types of performance, on which the organization beats, equals, or loses to the competition which are cost, quality, speed, innovation and new to this edition, service. These five performance dimensions, when done well, deliver value to the customer and competitive advantage to you and your organization. Throughout the text Bateman & Snell reminds students of these five dimensions and their impact on the “bottom line” with marginal icons contributing to the leadership and collaboration theme, which is the key to successful management. People working with one another, rather than against, is essential to competitive advantage.

NEW! Assurance of Learning Integration – (1) Learning Objectives, which open each chapter, have been rewritten and identify for students what they will learn by reading and studying the chapter. (2) New to this edition the Learning Objectives are reinforced again throughout the chapter where the content for that specific objective actually occurs. (3) The summary for each chapter ties the learning objectives back together as well. (4) New with this edition, our test bank provides tagging for the learning objectives that the question covers, so instructors will be able to test material covering all learning objectives, thus assuring that students have mastered the important topics.

NEW! “Unfolding” Case: Each chapter begins with a Management Close-Up, which describes an actual leader, company, or situation. The case is then expanded within the chapter in Management – Close-Up: Taking Action boxes, showing the student how the chapter content relates back to the company leader or situation introduced at the beginning of the chapter. At the end of the chapter, Management Close-Up: Assessing Outcomes and Seizing Opportunities ties up the loose ends and brings the material full circle for the student.

All Chapters have been thoroughly updated – This text remains on the cutting edge of topical coverage, as updated via both current business examples and recent management research. New and updated materials include expanded coverage of India and China (Ch. 6), addition of Entrepreneurship in the “real” virtual world (Ch. 7), new material on governance (Ch. 8), expanded coverage on ethics and legal vs. illegal interview questions (Ch. 10), updated materials and examples on affirmative action (Ch. 11), additional coverage on Balanced Scorecards (Ch. 16), new coverage on “self-control” (Ch. 16) and new material on research partnerships and joint ventures that focuses on collaboration (Ch. 17).


Expanded Experiential Exercises: Many exercises have been added to tried and true previous edition favorites. Some exercises allow for personality assessment, some are for use as group activities in the classroom, and some involve outside research.

NEW! Destination CEO Video Clips - New to this edition, students will be able to watch 20 video clips about a wide range of CEOs and answer multiple-choice and discussion questions about the videos. These video clips are available for students on the OLC and Standard Cartridge for Blackboard, WebCT & other course management systems. Teaching notes and short descriptions are included in the Instructor’s Manual.

Manager’s Hot Seat – Now Online: This interactive, video-based software puts students in the manager’s hot seat and requires them to apply their knowledge to dealing with important issues such as ethics, diversity, working in teams, and the virtual workplace. These interactive segments can be used in the classroom or as enrichment activities for students to complete on their own. Students can access this application standalone at www.mhhe.com/mhs for a nominal charge, or receive it as part of their Premium OLC and in the Enhanced Cartridge. Instructor support is provided in the Group & Video Resource Manual.

CONTENTS

Part 1 Foundations of Management
Chapter 1 Managing
Appendix A The Evolution of Management
Chapter 2 The External Environment and Organizational Culture
Chapter 3 Managerial Decision Making

Part 2 Planning: Delivering Strategic Value
Chapter 4 Planning and Strategic Management
Chapter 5 Ethics and Corporate Responsibility Appendix B The Caux Round Table Principles of Ethics Appendix C Managing in Our Natural Environment
Chapter 6 International Management
Chapter 7 Entrepreneurship Appendix D Information for Entrepreneurs

Part 3 Organizing: Building a Dynamic Organization
Chapter 8 Organization Structure
Chapter 9 Organizational Agility
Chapter 10 Human Resources Management
Chapter 11 Managing the Diverse Workforce

Part 4 Leading: Mobilizing People
Chapter 12 Leadership
Chapter 13 Motivating for Performance
FEATURES

- Student friendly design - Bateman/Snell Management was written and designed with today’s student reader in mind.
- The layout and design provides student visual stimulation they’ve come to expect.
- The content was written to focus on the key concepts only.
- Pop-up quotes, marginal key terms/definitions, and Did You Know? callouts that feature interesting and important facts are used throughout the chapters to capture students’ attention.
- The examples provided have been selected for greater student appeal.
- The writing style is highly readable with today’s student reader in mind.
- Get the Real Scoop: Young Managers Speak Out – Every chapter opens with a young manager speaking out about management issues covered in the chapter to follow. Just a few years out of college, these managers speak about their experience as first line managers, a position that successful students will can see themselves in a few short years. A video clip of most of the young managers is available on the Online Learning Center supporting this textbook.
- Green & Social Responsibility Theme – This text emphasizes ethics, social responsibility and uniquely brings environmental concerns to the forefront. Every chapter provides a mini-case with ethical, social- or environmental issues a manager is faced with while providing discussion questions to prompt students to critically think about the situation.
- That was THEN, This is NOW – Historical aspects of management have been integrated into every chapter of this textbook via the That was THEN, This is NOW feature. This feature emphasizes the importance of the history of management, and integrates the content into every chapter where appropriate for added student interest. Additionally, there is a management history timeline in the front end papers which comes to life on the Online Learning Center supporting this text.
- Chapter Review Cards – Print review cards for every chapter are provided in the envelope that comes bound in each new book to support student learning of key chapter objectives. These review cards actively engage students in the learning process. The front of the card asks the student to write what he/she recalls from each of the learning objectives in the chapter. After completing this step, the student turns to the back to review the learning objectives broken down into bulleted lists, and then completes fill-in-the-blank application questions to test their knowledge beyond basic comprehension. The answers to these application questions are available on the bottom of the card (upside down). These review cards provide a useful exercises that actually help students LEARN and remember, as opposed to passively read review materials.
- DIY – Build Your Management Skills – All student review material has been moved to the Online Learning Center supporting this book (www.mhhe.com/batemanM) to allow students to interact with the contents in a media rich environment which students find more engaging to work in. Access to there resources is provided in the envelope provided with every new copy of the textbook. Access can also be purchased for $10 on the book Web site.
- Concept Review materials - Focus on studying the concepts. The OLC provides a review of the chapter learning objectives, a summary of each chapter as well as interactive Key Term Flashcards to support students in learning the language of management. To help reinforce student’s understanding of key management concepts, an interactive application called Test Your Knowledge provides a review of the conceptual materials is followed by application based questions for students to work thru. Students can choose ‘practice mode’, which provides them with detailed feedback after each question, or ‘test mode’, which provides feedback after the entire test has been completed. Every Test Your Knowledge activity is supported by Instructor Notes in the Group & Video Resource Manual, to make it easy for the instructor to create an engaging classroom discussion surrounding the materials students have completed.
- iPod Content is provided to help students study on the go. Our innovative approach allows students to download audio and video presentations directly onto their iPod and take learning materials with them wherever they go. Whether it’s in the car, on the train, or walking between classes – it’s easy to get a quick refresher on key course content and to make review and study time as easy as putting on headphones. Students can download videos, interactive quizzes, and narrated lectures into your iPod or comparable MP3/MP4 player. If a media player isn’t available, content can also be viewed on your personal computer. Students can also view & listen to these materials on their computer, and review materials with the Narrated Lecture Presentation that’s provided for each chapter.
- Applications - Apply what you’ve learned. All of the review and application exercises that are typically found at the end of the chapter in most traditional textbooks can easily be accessed online.
Self-Assessment Gallery – Apply chapter concepts to yourself! McGraw-Hill’s Self-Assessment Gallery provides a comprehensive tool of 19 automatically scored self-assessments. Unique among publisher provided self-assessments, every one of our instruments provides students with background information to ensure students understand the purpose of the assessment they are about to take. And after students complete the self-assessment, a score is displayed along with detailed feedback on what the score actually means.

Every Self-Assessment activity is supported by PowerPoints and Instructor Manual in the Group & Video Resource Manual, to make it easy for the instructor to create an engaging classroom discussion surrounding the assessments students have completed.

Young Managers Speak Out – A video clip of the young managers speaking out about specific management issues is provided online to help students see concepts applied by managers just a few years out of college.

Manager’s Hot Seat Online! Put your students in the hot seat with access to an interactive program. Students are given an introduction to the situation, view a dossier of related management materials, and then watch 15 real managers apply their years of experience when confronting unscripted issues. As the scenario unfolds, questions about how the manager is handling the situation pop up, forcing the student to make decisions along with the manager. At the end of the scenario, students watch a post-interview with the manager, view how their responses matched up to the manager’s decisions, and then submit a report critiquing the manager’s choices while defending their own.

Video Cases & Quizzes: Many of the video clips available on the Principles of Management Video DVD that’s provided for instructor are provided on the online for student review along with video quizzes to help instructors ensure students complete this fun application exercise.

Experiential Exercises & Online Mini Cases are also provided on the Online Learning Center for your students.

Concept Testing

Pre- & Post Tests – Pre-test for every chapter help students create a customized study plan they can use as they work their way thru the chapter contents. The Post-test provided for every chapter assesses student learning outcomes. Students can use the results as a guide for which major concepts they’ve grasped, and which need further studying.

Practice Quizzes - Maximize your grade and test your understanding of the concepts via multiple-choice, true-false & matching quizzes. A practice Midterm & Final Exam is provided.

Fully modernized functional approach— This text is maintaining the four traditional functions of planning, organizing, leading, and controlling, while modernizing and re-visioning the concepts as delivering strategic value, building a dynamic organization, mobilizing people, and learning and changing.

CONTENTS

Chapter 1 Managing
Chapter 2 The Environment of Business
Chapter 3 Ethics and Corporate Responsibility
Chapter 4 Strategic Planning
Chapter 5 Entrepreneurship
Chapter 6 Organizing for Action
Chapter 7 Managing Human Resources
Chapter 8 Managing the Diverse Workforce
Chapter 9 Leadership
Chapter 10 Motivating People
Chapter 11 Teamwork
Chapter 12 Communicating
Chapter 13 Managerial Control
Chapter 14 Innovating and Changing
Chapter One: What is Management?
Chapter Two: A Brief History of Management
Chapter Three: Communication Skills
Chapter Four: Decision-Making Skills
Part 2: Planning and Leadership
Chapter Five: Planning and Strategic Management
Chapter Six: Leadership and Culture
Part 3: Organization and Control
Chapter Seven: Organizing Work
Chapter Eight: Organizing Structure
Chapter Nine: Managing People
Chapter Ten: Motivating People
Chapter Eleven: Exercising Control
Chapter Twelve: Operations Control
Part 4: The Future of Management
Chapter Thirteen: Contemporary Issues
Chapter Fourteen: Management in the 21st Century
Glossary
Photo credits
References
Index

NEW TO THIS EDITION

- NEW! Completely updated: This text presents the most current coverage of the latest developments in management today. Every chapter of the 6th Edition has been thoroughly updated to ensure students learn from the latest research and practice. New and updated coverage on topics such as crisis management given the effects of the sub-prime mortgage crisis (ch. 1), conscientiousness, organizational commitment, emotions, relation between mood and creativity, emotional intelligence (ch. 2), global ethics, CEO pay stock options and the subprime mortgage crisis (ch. 4), social entrepreneurship (Ch. 7), need to maintain value-chain management over time (Ch. 9), prosocially motivated behavior and research related to it (Ch. 13), servant leadership (ch. 14), discussion of research on virtual teams (ch. 15), new technology for video conferences, discussion of increasing volume of email, and collaborating with wikis (Ch. 16).
- NEW! All A Manager’s Challenge opening mini cases are new or updated: Challenge your students to think like real managers. Every chapter opens with “A Manager’s Challenge” posing a chapter-related issue and a discussion on how managers in one or more organizations responded to that challenge. These challenges demonstrate the uncertainty and excitement surrounding the management process.
- NEW! Expanded use of small business examples: To ensure students see the clear connection between the concepts taught in their principles of management course and the application in their future job in a medium or small business, Jones and George have expanded the number of examples of the opportunities and challenges facing founders, managers, and employees in small businesses.
- NEW! 25 of 37 BusinessWeek Case in the News are new to this edition: Each chapter contains two cases for analysis that are actual or shortened versions of BusinessWeek articles. The accompanying discussion questions encourage students to think about and analyze how real managers deal with real problems in the business world.
- NEW! Expanded and updated coverage of Ethics, Diversity, Culture and Global issues: The authors have updated and where necessary, expanded the coverage of ethics, diversity & culture to support student understanding of these crucially important topics.
- Completely updated resource that work: Whether you are looking for new ways to engage your students and motivate them in your course, try to ensure students are able to see the relevancy of the management concepts, or teach critically think about the issues so they are able to apply them right away, McGraw-Hill Management has you covered! Jones/George is supported by a wealth of unique resources to support your on campus, hybrid and online courses. This textbook is not only supported with a Test Bank, PowerPoint and Instructor Manual that have been completely updated to save you time and add value to your teaching, but it also comes with the most comprehensive and diverse set of video and online activities any publisher provides. Please see below under Instructor and Student Supplements for more details.
- Test Bank w/ expanded set of scenario based multiple-choice questions requiring critical thought and application. TB now includes more than 100 questions per chapter
- Correlation Guide:
  - www.mhhe.com/mhcp/CorrelationGuides/AE_Management_15e.pdf
  - This convenient guide matches the units in Annual Editions: Management, 15/e with the corresponding chapters in three of our best-selling McGraw-Hill Management textbooks by Kinicki/Williams, Bateman/Snell, and Jones/George.

CONTENTS

Part One: Management
Chapter 1 Managers and Managing
Chapter 2 The Evolution of Management Thought
Chapter 3 Values, Attitudes, Emotions, and Culture: The Manager as a Person

Part Two: The Environment of Management
Chapter 4 Ethics and Social Responsibility
Chapter 5 Managing Diverse Employees in a Multi-Cultural Environment
Chapter 6 Managing in the Global Environment

Part Three: Decision-Making, Planning, and Strategy
Chapter 7 Decision Making, Learning, Creativity, and Entrepreneurship
Chapter 8 The Manager as a Planner and Strategist
Chapter 9 Value Chain Management: Functional Strategies for Competitive Advantage

Part Four: Managing Organizational Architecture
Chapter 10 Managing Organizational Structure and Culture
Chapter 11 Organizational Control and Change
Chapter 12 Human Resource Management

Part Five: Managing Individuals and Groups
Chapter 13 Motivation and Performance
Chapter 14 Leadership
Chapter 15 Effective Groups and Teams
Chapter 16 Promoting Effective Communication

Part Six: Controlling Critical Organizational Processes
Chapter 17 Managing Conflict, Politics, and Negotiation
Chapter 18 Using Advanced Information Technology to Increase Performance

NEW TO THIS EDITION

- Completely updated research and examples: The authors have thoroughly updated every chapter in the text to include many important new developments in management and the inclusion of scores of new and updated boxes focusing on the problems facing managers now. Highlights of new coverage include new or expanded coverage of the implication of global outsourcing; global crisis management; the process of globalization and the way organizations build their human, financial, resource, and political capital to better compete at home and abroad and expanded coverage of NAFTA and CAFTA.

- Planning and Strategy: Chapter 6 completely reworked: Now the nature and importance of planning is followed by a discussion of business and then corporate strategy followed by global strategy. This revised chapter provides a better flow to the material for better student comprehension.

- Expanded Ch. 3: Managing Ethics and Diversity: Chapter 3 has been expanded to provide additional material on ethics, ethical dilemmas, the effective management of diversity, and ways to eradicate sexual harassment.

- NEW! Video Cases: Video cases for every chapter are included on the online learning center. Each video case illustrates application of the relevant chapter concepts and has a corresponding video on DVD or on the OLC. These cases feature timely and thought-provoking topics affecting the business environment.

- NEW! The Build Your Management Skills: Student activities are now online: Utilizing the latest technology to help students hone their personal management skills the Build Your Management Skills activities previously available on a CD are now available on the Premium Online Learning Center and part of the Enhanced Cartridge.

- NEW! Destination CEO Video Clips - New to this edition, students will be able to watch 20 video clips about a wide range of CEOs and answer multiple-choice and discussion questions about the videos. These video clips are available for students on the OLC and in the Standard Cartridge for Blackboard, WebCT & other course management systems. Teaching notes and short descriptions are included in the Instructor's Manual.

- Manager’s Hot Seat – Now Online: This interactive, video-based software puts students in the manager’s hot seat and requires them to apply their knowledge to dealing with important issues such as ethics, diversity, working in teams, and the virtual workplace. These interactive segments can be used in the classroom or as enrichment activities for students to complete on their own. Students can access this application standalone at www.mhhe.com/mhs for a nominal charge, or receive it as part of their Premium OLC and in the Enhanced Cartridge. Instructor support is provided in the Group & Video Resource Manual.
NEW IMAGINATIVE WRITING

NEW TO THIS EDITION

MORE IMAGINATIVE WRITING

- Completely Updated: This text has been completely updated to reflect the most current research and include the most current developments and examples. With more than 380 endnotes to material published in 2008 (the year the book was in production) and 255 to articles published in 2007, this is one of the most current principles textbooks on the market.

- "Going Green": Chapter 1 includes new material on "going green" such as information on the Chief Green Officer and green corporate responsibilities and acting green, Chapter 3 includes examples of green activities by Unilever and Practical Action box "Going Green: How Businesses & Individuals Can Fight Global Warming." Chapter 10 includes an example of Patagonia going green, and Chapter 16 includes new information on Sun Microsystems aiming to reduce greenhouse gas emissions.

MORE EMPHASIS ON PRACTICALITY

- UPDATED: "Evidence-Based Management": This edition includes new materials on evidence-based management to continue to emphasize its importance—basing decisions on the real world rather than on hunches or management fads.

- NEW & UPDATED: 14 of 16 The Manager’s Toolbox with For Discussion prompts are new or repurposed: Instead of opening with the conventional case, this text opens every chapter with the Manager’s Toolbox, a motivational device offering practical nuts-and-bolts advice pertaining to the chapter content students are about to read and allowing for class discussion.

- NEW & UPDATED: Example Boxes, with "Your Call" Discussion Prompts: The Example boxes are new updated mini-cases that provide students with snapshots of real-world situations to help show the application and explain text concepts. Each scenario ends with a prompt ("Your Call," followed by a question) that asks students to apply critical thinking to chapter concepts and to decide what next steps should be taken. Very useful for class discussion.

- New and Updated Practical Action Boxes: Practical Action boxes have been updated, expanding practical advice in such areas as dealing with disagreements (Ch. 13); achieving important goals (Ch. 5); decision making (Ch. 7); applying for a job (Ch. 11) and more.

- New and Updated Ethical Dilemmas: Ethical Dilemmas present ethical situations (often based on real events) and asks students how they would have handle them. New Ethical Dilemmas challenge students to deal with issues such disclosure of info about payments to terrorists (Ch. 4); Wal-Mart’s lawsuit against former employees (Ch. 5); employee-customer frontonations (Ch. 11); false statements in blogs (Ch. 15).

COMPLETELY UPDATED RESOURCES THAT WORK

- New Videos and Video Cases: This edition is supported by over 70 video clips provided on the Principles of Management Video DVD Vol. 1 & the new Vol. 2. One new video case per chapter is provided as a Premium Online Resource to help visually reinforce chapter concepts.

- Updated Test Bank (TB): Each of the approximately 1,500 questions has been thoroughly reviewed and updated to ensure accuracy. The TB has been expanded to include a greater variety of comprehension and application (scenario-based) questions. Test Bank is tagged with the AACS objective and the Bloom’s taxonomy of knowledge it is covering. Test tables (a la Nickels) are also included that list the difficulty level of the question according to the chapter opening major questions (chapter objectives).

- Expanded Manager’s Hot Seat Online: This interactive, video-based software puts students in the manager’s hot seat and requires them to apply their knowledge to dealing with important issues such as ethics, diversity, working in teams, and the virtual workplace. Six new interactive segments have been added to the latest version of this popular resource and can be used in the classroom or as enrichment activities for students to complete on their own.

- Correlation Guide:
  - www.mhhe.com/mhcp/CorrelationGuides/AE_Management_15e.pdf
  - This convenient guide matches the units in Annual Editions: Management, 15/e with the corresponding chapters in three of our best-selling McGraw-Hill Management textbooks by Kinicki/Williams, Bateman/Snell, and Jones/George.

CONTENTS

PART 1. INTRODUCTION
1. The Exceptional Manager: What You Do, How You Do It
2. Management Theory: Essential Background for the Successful Manager

PART 2. THE ENVIRONMENT OF MANAGEMENT
3. The Manager’s Changing Work Environment & Responsibilities
4. Global Management: Managing Across Borders

PART 3. PLANNING
5. Planning: The Foundation of Successful Management

PART 4. ORGANIZING
8. Organizational Culture, Structure, & Design: Building Blocks of the Organization
9. Human Resource Management: Getting the Right People for Managerial Success
10. Organizational Change & Innovation: Life-Long Challenges for the Exceptional Manager

PART 5. LEADING
11. Managing Individual Differences & Behavior
12. Motivating Employees: Achieving Superior Performance in the Workplace
13. Groups & Teams: From Conflict to Cooperation
MANAGEMENT

14. Power, Influence, & Leadership: From Becoming a Manager to Becoming a Leader
15. Interpersonal & Organizational Communication

PART 6. CONTROL
16. Control: Techniques for Enhancing Organizational Effectiveness
Epilogue: The Future of Management and the Keys to Your Managerial Success
Appendix: The Project Planner’s Toolkit: Flowcharts & Gantt Charts

NEW
International Edition

MANAGEMENT
13th Edition
By Leslie W Rue, Lloyd L Byars, Georgia Institute of Tech

2009 (November 2008) / 512 pages
ISBN: 978-0-07-128435-6 [IE]
http://www.mhhe.com/rue13e

MANAGEMENT: Skills and Application, 13e by Rue and Byars is a short, value-priced paperback that presents the fundamentals of management principles to undergraduate students. It continues its tradition of presenting principles of management in a straightforward and accessible manner, focusing on the essential skills that are needed to become a successful manager.

NEW TO THIS EDITION
- New Skill-Building Exercises and experiential cases have been added throughout. Many of the new activities emphasize writing.
- Approximately two-thirds of the Management Illustrations have been revised for currency.
- Most of the Chapter Previews are either new or significantly updated.
- Key subject areas have been expanded and revised, including Setting Objectives, Delegation, and Outsourcing.
- Links have been added to show the contribution of major theorists to various models and methods.
- Global chapter organization has been changed to improve the flow of material.

CONTENTS
SECTION I FOUNDATIONS
Chapter 1 Management in a Diverse Workplace
Chapter 2 The Management Movement
Chapter 3 Developing Communication Skills
Chapter 4 Decision-Making Skills
SECTION II CONTEMPORARY ISSUES
Chapter 5 Ethical, Social, and Legal Responsibilities of Management
Chapter 6 International Business
SECTION III PLANNING SKILLS
Chapter 7 The Basics of Planning and Strategic Management
Chapter 8 Organizing Work
SECTION IV ORGANIZING AND STAFFING SKILLS
Chapter 9 Organizing Structure
Chapter 10 Understanding Work Groups and Teams
Chapter 11 Staffing
Chapter 12 Employee Training and Development
Chapter 13 Motivating Employees
SECTION V DIRECTING SKILLS
Chapter 14 Developing Leadership Skills
Chapter 15 Managing Conflict and Stress
Chapter 16 Managing Change and Culture
SECTION VI CONTROLLING SKILLS
Chapter 17 Controlling
Chapter 18 Appraising and Rewarding Performance
Chapter 19 Operations Management and Planning
Chapter 20 Operations Control

NEW
International Edition

MANAGEMENT 3rd Edition
By Luis Gomez-Mejia, Arizona State University-Tempe, David B Balkin, University of Colorado - Boulder and Robert Cardy, Arizona State University-Boulder

2008 (October 2006) / 864 pages
ISBN: 978-0-07-333664-0 (with Premium Content Card)
http://www.mhhe.com/gomez3e

MANAGEMENT 3rd Edition, by Gomez-Mejia, Balkin, and Cardy, is an exciting new take on principles of management. Ask your incoming students what “management” is, and they’ll talk about the kind of management they know from their own work experience. Managers assign people their hours, they give raises or promotions, they tell people what job to do—the manager, in other words, is “the boss”. In most other work settings, however, management means something far more important and complex. In addition to people, managers also manage performance, processes, relationships, and more increasingly in today’s world, deal with the pressure and flux of constant change. This, coupled with the fact that workplaces have steadily become less hierarchical and more team- and group-driven, means the traditional responsibilities of the manager have gradually been dispersed throughout the organization. Students preparing to work in today’s business environment may not start in a corner of a firm with an assistant, but they still need to think like managers and understand the strategic goals of the organization. Management 3rd Edition, prepares your students to join a new kind of workplace, one where management is everyone’s business and provides many in-text and online applications to emphasize this approach.

CONTENTS
PART ONE
1 Management and Its Evolution
PART TWO
2 Managing in a Global Environment
3 Managing Social Responsibility and Ethics
4 Managing Organizational Culture and Change
PART THREE 5 Managing the Planning Process
6 Decision Making
7 Strategic Management
8 Entrepreneurship and Innovation
PART FOUR
9 Managing the Structure and Design of Organizations
10 Human Resource Management
11 Managing Employee Diversity
PART FIVE
12 Motivation
13 Leadership
14 Managing Teams
15 Managing Communication
PART SIX
16 Management Control
17 Operations Management
18 Managing Information Systems
Charles Hill and Steve McShane, two of the most successful, well-thought of authors, researchers, teachers and consultants, have come together to write Management. This dynamic duo’s progressive text engages students with their exceptional storytelling writing style and great examples to see the big picture/interconnectivity between the four functions of management and prepares them better for their careers ahead. A unique “Management Portfolio Project” rounds out the student experience. Faculty are supported with a truly integrated support package.

CONTENTS

PART ONE MANAGERS AND THE ENVIRONMENT
Chapter 1 Management
Chapter 2 The External and Internal Environment
Chapter 3 Globalization and the Manager
Chapter 4 Stakeholders, Ethics and Corporate Social Responsibility

PART TWO STRATEGIZING
Chapter 5 Planning and Decision Making
Chapter 6 Strategy
Chapter 7 Managing Operations

PART THREE ORGANIZATIONAL ARCHITECTURE
Chapter 8 Organizing
Chapter 9 Control Systems
Chapter 10 Organizational Culture
Chapter 11 Developing High Performance Teams

PART FOUR LEADING
Chapter 12 Staffing and Developing a Diverse Workforce
Chapter 13 Motivating and Rewarding Employee Performance
Chapter 14 Managing Employee Attitudes and Wellbeing
Chapter 15 Managing through Power, Influence and Negotiation
Chapter 16 Leadership
Chapter 17 Communication

PART FIVE CHANGE
Chapter 18 Managing Innovation and Change

NEW TO THIS EDITION
Organisational Culture
- Management of Organisational Conflict
- Need to have a Corporate Whistle blower Protection Act
- Teams and Differences between Traditional Formal Work Groups and Teams
- Goleman’s description of workplace behavior of an emotionally intelligent individual
- Frequency of Appraisals; Potential Appraisal
- Relationship between Job Satisfaction and Productivity
- Organisational Commitment
- Benefits of Control System
- Ouchi’s classification of Control Techniques
- Government Efforts to Improve Public Sector
- Psychological Contract

Description at many places, which was too short to be easily understood, has now been made more detailed.

- The management process (Chapter 1)
- Group decision making (Chapter 5)
- Collateral and virtual organisations (Chapter 7)
- Empowerment (Chapter 8)
- Induction (Chapter 10); Training methods (Chapter 11)
- Emotional intelligence (Chapter 12)
- Wage packet of Indian workers (Chapter 14)
- Job satisfaction and productivity; Morale and productivity (Chapter 15)
Leadership style (Chapter 17)

A new feature called Key Terms has been added at the end of each chapter.

New questions and examples have been added at the end of the chapters, pertaining to the added/rewritten topics

CONTENTS
1. Nature and Functions of Management
2. Development of Management Thought
3. Social Responsibilities of Business
4. Planning
5. Decision-Making
6. Business Forecasting and Operations Research
7. Organisation
8. Authority Delegation and Decentralisation
9. Coordination
10. Information Organisation
11. Staffing
12. Training and Development
13. Performance Appraisal
14. Compensation Plans
15. Direction and Supervision
16. Communication
17. Leadership
18. Managerial Control
19. Management of Public Enterprises
20. Organisational Change
21. Management of Organisational Conflict
22. Organisational Climate or Culture (OC)
CONTEMPORARY MANAGEMENT

European Edition
By Edgar Meyer and Melanie Ashleigh of Southampton, Gareth Jones, Texas A&M University and Jennifer George, Rice University
2007 (January 2007) / 768 pages
ISBN: 978-0-07-711115-1
McGraw-Hill UK Title
http://www.mcgraw-hill.co.uk/textbooks/meyerandashleigh

This European edition of Contemporary Management offers a comprehensive coverage of introductory management topics, addressing both new and classic theory and research within a contemporary framework. The book begins by examining what it means to be a manager, before moving on to analyse this in relation to various aspects of strategy, leadership and the organization. The authors take a practical approach, applying concepts to real-life situations in order to equip students to deal with the issues and opportunities posed by today's dynamic business environment.

CONTENTS
CHAPTER 1 Managers and Managing
CHAPTER 2 The Evolution of Management Thought
CHAPTER 3 The Manager as a Person: Values, Attitudes, Emotions, and Culture
CHAPTER 4 Ethics and Social Responsibility
CHAPTER 5 Managing Diverse Employees in a Multi-Cultural Environment
CHAPTER 6 Managing in the Global Environment
CHAPTER 7 The Manager as a Decision Maker
CHAPTER 8 The Manager as a Planner and Strategist
CHAPTER 9 Value Chain Management: Operating Strategies to Increase Quality, Efficiency, and Responsiveness to Customers
CHAPTER 10 Managing Organizational Structure
CHAPTER 11 Organizational Control and Change
CHAPTER 12 Human Resource Management
CHAPTER 13 Motivation and Performance
CHAPTER 14 Leadership
CHAPTER 15 Effective Groups and Teams
CHAPTER 16 Communication
CHAPTER 17 Managing Organizational Conflict, Politics, and Negotiation
CHAPTER 18 Further Themes in Contemporary Management

UK Adaptation

CONTEMPORARY MANAGEMENT

A Global and Entrepreneurial Perspective,
12th Edition
By Heinz Weihrich, University of San Francisco
2007 (June 2007) / 576 pages
McGraw-Hill India Title
http://www.mhhe.com/management12e

NEW TO THIS EDITION

- It gives a comprehensive account of contemporary management theories, concepts and practices in the global context. Recognizing entrepreneurial innovation as a major managerial challenge in the 21st century, this edition includes some of the best entrepreneurial practices from across the globe. As the earlier editions, this edition is also modeled on the systems approach to management and it looks beyond North America to bring in examples from the New Europe, Asia including India, and Latin America.

- Thorough discussion on current topics of interest including Blue Ocean Strategy, M-Commerce, Customer Relationship Management, Value and Supply Chain Management and Outsourcing

- Includes in-chapter boxed exhibits called “International Perspective” that provide additional insights/illustrate a particular aspect of managing in a modern-day global organization

- In-chapter “Entrepreneurial Perspective” boxes and the part-closing “Entrepreneurial Focus” cases illustrate the importance of entrepreneurship in management

- A case study “The Global Car Industry Case” which runs through all the 6 parts of the book help in analyzing different aspects one particular situation

- End-of-chapter “International Case”, “For Discussion” questions, “Exercises/Action Steps” aid students in assimilating and internalizing the concepts learned

- End-of-chapter “References” and “Internet Research” encourage students in doing further research on the concepts discussed in the respective chapters.

- A running glossary (notes on the margin of the pages) and end-of-chapter “Key Ideas and Concepts for Review” are useful recapitulating aids

INDIAN COVERAGE:

- Outsourcing in India and China
- GE’s outsourcing in India
- Entrepreneurial opportunities in India – Wipro, Carrefour/Wal Mart
- Leadership – Azim Premji, Ratan Tata
- India-China comparison – car industry, IT
- Bhopal gas tragedy
- Short mentions - Place of India in the Individualism-Collectivism chart, Indian center for encouraging excellence, in context of ASEAN

CONTENTS

Part One: The Basis of Global Management Theory and Practice
1. Management: Science, Theory and Practice
3. Global Comparative and Quality Management

Part Two: Planning
4. Essentials of Planning and Managing by Objectives
5. Strategies, Policies and Planning Premises
6. Decision Making

Part Three: Organizing
7. The Nature of Organizing, Entrepreneuring, and Reengineering
8. Organization Structure: Departmentation
9. Line, Staff Authority, Empowerment and Decentralizatoin
10. Effective Organizing and Organization Culture

Part Four: Staffing
11. Human Resource Management and Selection
12. Performance Appraisal and Career Strategy
13. Managing Change Through Manager and Organization Development

Part Five: Leading
14. Human Factors and Motivation
15. Leadership
16. Committees, Teams and Group Decision Making
17. Communication

Part Six: Controlling
18. The System and Process of Controlling
19. Control Techniques and Information Technology
ESSENTIALS OF MANAGEMENT
An International Perspective, 7th Edition
By Weihrich Koontz
2006 (November 2006) / 512 pages
ISBN: 978-0-07-062030-8
McGraw-Hill India Title

CONTENTS
PART 1 The Basis of Global Management Theory and Practice
1. Management: Science, Theory, and Practice
2. Management and Society: The External Environment, Social Responsibility, and Ethics
3. Global, Comparative, and Quality Management
PART 2 Planning
4. Essentials of Planning and Managing by Objectives
5. Strategies, Policies, and Planning Premises
6. Decision Making
PART 3 Organizing
7. The Nature of Organizing, Entrepreneuring, and Reengineering
8. Organization Structure: Departmentation
9. Line/Staff Authority, Empowerment, and Decentralization
10. Effective Organizing and Organization Culture
PART 4 Staffing
11. Human Resource Management and Selection
12. Performance Appraisal and Career Strategy
13. Managing Change through Manager and Organization Development
PART 5 Leading
14. Human Factors and Motivation
15. Leadership
16. Committees, Teams, and Group Decision Making
17. Communication
PART 6 Controlling
18. The System and Process of Controlling
19. Control Techniques and Information Technology

CONTEMPORARY MANAGEMENT
By Dianne Waddell, Deakin University, Jennifer Devine, Edith Cowen University, Gareth Jones, Texas A&M University and Jennifer George, Rice University
2006 (September 2006)
McGraw-Hill Australia Title
http://www.mhhe.com/au/mcshane

CONTENTS
Part 1: Introduction
1. What is Management?
2. Evolution of Management
Part 2: The Environmental Context of Management
3. Managing the Environment: Organisational Culture
4. Managing Change and Diversity
5. Attitudes, Values and Ethics: Corporate Social Responsibility
Part 3: Managing People
6. Leadership
7. Motivation
8. Decision Making
Part 4: Managing Organisations
10. Managing Strategy and Structure: Planning
11. Managing Information: Communication and Technology
12. Managing in a Global Environment
Part 5: Revolution of Management
14. Fads, Fashions and the Future of Management

MANAGEMENT
A Global Perspective, 11th Edition
By Heinz Weihrich, University of San Francisco, and Harold Koontz, (Deceased), Formerly of UCLA
2004 / 632 pages
An Asian Publication

CONTENTS
Part 1: The Basis of Global Management: Theory and Practice
1. Management: Science, Theory and Practice
3. Global, Comparative, and Quality Management
Part 1 CLOSING: The Basics of Global Management
Part 2: Planning
4. Essentials of Planning and Managing by Objectives
5. Strategies, Policies, and Planning Premises
6. Decision Making
Part 2 CLOSING: Global Planning
Part 3: Organizing
7. The Nature of Organizing, Entrepreneuring, and Reengineering
8. Organization Structure: Departmentation
9. Line/Staff Authority, Empowerment, and Decentralization
10. Effective Organizing and Organization Culture
Part 3 CLOSING: Global Organizing
Part 4: Staffing
11. Human Resource Management and Selection
12. Performance Appraisal and Career Strategy
13. Managing Change through Manager and Organization Development
Part 4 CLOSING: Global Staffing

PART 1 CLOSING: THE BASICS OF GLOBAL MANAGEMENT
PART 2 CLOSING: GLOBAL PLANNING
PART 3 CLOSING: GLOBAL ORGANIZING
PART 4 CLOSING: GLOBAL STAFFING

MANAGEMENT
A Global Perspective, 7th Edition
By Mike Smith, Manchester Business School
2006 (December 2006) / 458 pages
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/mikesmith

CONTENTS
Part One: What is Management?
1. Definition and varieties of Management
2. History of Management
Part Two: Management Processes
3. Planning Processes
4. Organising Processes
5. Staffing Processes
6. Decision Processes
7. Control Processes
8. Reporting and Communication Processes
9. Budgeting Money
Part Three: Management Functions
10. Introduction to Management Functions – especially IT
11. The Marketing Function
12. The Operations (Production) Function
13. The Human Resource Function
14. The Finance and Accounting Function
Part Four: Special Topics in Management
15. Social Responsibility and Business Ethics
16. Globalisation and E-Commerce
17. Diversity and Bullying
18. Fads, Gurus, Cons and Science
19. Careers and Management
Principles of Management - Supplements

NEW

ANNUAL EDITIONS: MANAGEMENT
15th Edition

By Fred H Maidment, Western CT State University

2009 (September 2008) / 208 pages
McGraw-Hill/Dushkin Title

http://www.mhcls.com/text-data/catalog/0073528501.mhtml/

This Fifteenth Edition of ANNUAL EDITIONS: MANAGEMENT provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; and an online instructor’s resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors.

NEW TO THIS EDITION

Correlation Guide:
www.mhhe.com/mhcp/CorrelationGuides/AE_Management_15e.pdf

This convenient guide matches the units in Annual Editions: Management, 15/e with the corresponding chapters in three of our best-selling McGraw-Hill Management textbooks by Kinicki/Williams, Bateman/Snell, and Jones/George.

CONTENTS

UNIT 1: Managers, Performance, and the Environment
Part A Management Classic
1. The Manager’s Job
Part B. Management Skills, Roles, and Performance
2. Success in Management
3. The Science and Art of Managing
Part C. The Environment
4. It’s a Flat World, After All

UNIT 2: Planning
Part A. Management Classic
5. Planning
Part B. Strategic Analysis
6. Going Green
7. Why Environmental Scanning Works Except When You Need It
8. Embracing Confusion
9. How Managers’ Everyday Decisions Create or Destroy Your Company’s Strategy
10. Strategic Planning as a Management Philosophy

UNIT 3: Organizing
Part A. Management Classic
11. Classifying the Elements of Work
Part B. Designing and Changing the Organization
12. The Dark Side of Change
13. The Future Is Now

UNIT 4: Directing
Unit Overview
Part A. Management Classic
Part B. Leadership
15. The True Measure of a CEO
16. Making Judgment Calls
Part C. Performance
17. Can One Man Save GM?
Part D. Communications
18. Disaster’s Future

UNIT 5: Controlling
Unit Overview
Part A. Management Classic
19. An Uneasy Look at Performance Appraisal
Part B. Financial Control
20. Zero In on the Numbers
Part C. Security
21. Corporate Security Management
Part D. Total Quality Management and Supply Chain
22. Quality Is Easy
23. Are You the Weakest Link in Your Company’s Supply Chain?

UNIT 6: Staffing and Human Resources
Part A. Management Classic
24. Management Women and the New Facts of Life
Part B. Developing Human Resources
25. The Health-Care Tussle
26. Where Are All the Workers?
27. The NextBubble?
Part C. Maintaining an Effective Workforce
28. Turning Boomers into Boomerangs

UNIT 7: Perspectives and Trends
Unit Overview
Part A. Management Classic
29. The Discipline of Innovation
Part B. The Multinational Corporation
30. Caterpillar,
Part C. Corporate Culture
31. 5 Simple Steps to Build a Winning Corporate Culture
Part D. Ethics and Social Responsibility
32. The Tone at the Top and Ethical Conduct Connection
33. Beyond the Green Corporation
34. The Road to Stronger Corporate Governance
Part E. Small Business and Entrepreneurship
35. Up to the Challenge
36. Only the Money Is Real

International Edition

MANAGER’S HOT SEAT ONLINE ACCESS CARD
2nd Edition
By McGraw-Hill/Irwin
2007 (June 2006)
ISBN: 978-0-07-126190-6 [IE]

In today’s workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager’s Hot Seat is a collection of interactive videos that allows students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager’s mistakes and successes, and then do a report critiquing the manager’s approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience.

CONTENTS
Case 1: Office Romance: Groping for Answers
Case 2: Ethics: Let’s Make a Fourth Quarter Deal
Case 3: Negotiation: Thawing the Salary Freeze
Case 4: Privacy: Burned by the Firewall?
Case 5: Whistleblowing: Code Red or Red Ink?
Case 6: Change: More Pain than Gain?
Case 7: Partnership: The Unbalancing Act
Case 8: Cultural Differences: Let’s Break a Deal
Case 9: Project Management: Steering the Committee
Case 10: Diversity: Mediating Morality
Case 11: Personal Disclosure: Confession Coincidence?
Case 12: Virtual Workplace: Out of Office Reply
Case 13: Listening Skills: Yeah, Whatever
Case 14: Diversity in Hiring: Candidate Conundrum
Case 15: Working in Teams: Cross-Functional Dysfunction
Case 16: Globalization
Case 17: Cyber Loafing
Case 18: Bullying in the Workplace
Case 19: Integrated Work Conflict
Case 20: Leadership vs. Management
Case 21: Workplace Violence

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67
Certo’s Supervision: Concepts and Skill Building 6th Edition, prepares students to be supervisors in a challenging modern workplace. It is based on the premise that organizational variables including diversity in the workforce, computer and communication technology, and the design of organization structures are constantly changing. Overall, this text focuses on discussing important supervision concepts and providing fundamental skills necessary for applying these concepts. Students will learn the critical role of a supervisor in an organization and the abilities needed to be successful.

CONTENTS

PART ONE: What is a Supervisor?
1: Modern Supervision: New Era Challenge
PART TWO: Modern Supervision Challenges
2: Ensuring High Quality and Productivity
3: Teamwork: Emphasizing Powerful Meetings
4: Meeting High Ethical Standards
5: Managing Diversity
PART THREE: Functions of the Supervisor
6: Reaching Goals and Objectives
7: Organizing and Authority
8: The Supervisor as Leader
9: Problem Solving, Decision Making, and Creativity
PART FOUR: Skills of the Supervisor
10: Communication
11: Motivating Employees
12: Problem Employees: Counseling and Discipline
13: Managing Time and Stress
14: Managing Conflict and Change
Appendix A: Negotiation and Politics
PART FIVE: Supervision and Human Resources
15: Selecting Employees
16: Providing Orientation and Training
17: Appraising Performance
18: Supervision Laws: Health and Safety, Labor Relations, Fair Employment
Appendix B: The Supervisor’s Career Path: Finding a Career Path that Fits
Organizational Behavior - Textbooks

NEW

ORGANIZATIONAL BEHAVIOR Essentials for Improving Performance and Commitment
By Jason A Colquitt and Jeffrey A LePine of University of Florida at Gainesville and Michael J Wesson, Texas A&M University--College Station
2010 (January 2009) / 480 pages
http://www.mhhe.com/colquittess

Colquitt, LePine, and Wesson’s Organizational Behavior: Essentials for Improving Performance and Commitment in the Workplace represents the most up-to-date perspective on Organizational Behavior (OB) on the market today. Many students leave their OB courses asking questions like: “Does any of this stuff really matter?”, “How does all this stuff fit together?”, “If that theory doesn’t work, why is it in the book?”, and “Does this stuff have to be so dry?” Those questions will never be asked if Colquitt Essentials is used. The author team has written a text that highlights the importance of course topics while organizing them around an integrative model of OB. The text is also contemporary, omitting outdated and disproven models that remain in other texts. Most important to students, the text is written in an approachable, conversational tone, with features that students actually want to read. Colquitt Essentials is the complete package for Students, and OB Internationally that help "bring OB to life" for students groups, and what are the effects of absenteeism on student learning and performance?

End of Chapter Features:

❖ Cases- To help bring students full circle, a case appears at the end of every chapter that provides a follow-up to the company highlighted in the Opening Vignette.
❖ Takeaways- Provided to help guide students to the most relevant information in each chapter.
❖ Discussion Questions- Help promote critical thinking on the part of the students, while also giving instructors some topics to trigger class discussion.
❖ Assessments- Give students insights into their personality, values, traits, skills, and styles that can help them understand their reactions to the working world.
❖ Exercises- Provide experiential, hands-on experience with OB concepts, so that students can “learn by doing”.

FEATURES
In Chapter Features:
❖ OB in Sports- The wide world of sports provides a variety of applications for OB. By bringing what students already know from the outside world into the classroom, OB in Sports helps demonstrate key models and theories in each chapter. Piquing students' interest with sports not only helps to engage them, it also helps bring to light that OB is everywhere. Examples of sports examples used to illustrate OB concepts:
❖ Chapter 5 on Motivation: The “Tiger Effect” in golf with Tiger Woods.
❖ Chapter 12 on Organizational Culture: Pat Summit and the Lady Volunteers basketball team.
❖ OB on Screen- Throughout the text, popular movies are used to represent applicable OB concepts. While these videos are NOT available on the Instructor Video DVD, full instructor notes are provided in the Instructor’s Manual for specific scenes and where they can be located on the film’s DVD, either rented or purchased by the instructor. Examples of movies discussed to illustrate OB concepts:
❖ Chapter 6 on Trust, Justice, and Ethics: Pirates of the Caribbean
❖ Chapter 9 on Teams: 300
❖ OB for Students- Whether undergraduates, masters, or executives, everyone enrolled in an OB class has one thing in common: they’re students. This feature applies OB theories and concepts to student life. It examines questions like, what makes students satisfied with their University, what personality traits improve performance in students groups, and what are the effects of absenteeism on student learning and performance?
❖ OB Internationally- This feature spotlights the impact of globalization on the OB concepts described in the book. It describes how the importance of concepts and theories vary across cultures, how OB concepts impact the success of “expatriates”, and how cultural diversity influences group effectiveness.

CONTENTS
PART 1 Introduction to Organizational Behavior
Chapter 1: Organizational Behavior: An Overview
Chapter 2: Performance and Commitment
PART 2 Individual Mechanisms
Chapter 3: Job Satisfaction
Chapter 4: Stress
Chapter 5: Motivation
Chapter 6: Trust, Justice, and Ethics
Chapter 7: Learning and Decision Making
PART 3 Individual Characteristics
Chapter 8: Personality, Cultural Values, & Ability
PART 4 Group Mechanisms
Chapter 9: Teams
Chapter 10: Leadership

PART 5 Organizational Mechanisms
Chapter 11: Organizational Structure
Chapter 12: Organizational Culture

FEATURES
- OB on Screen highlights and illustrates OB concepts taken from movie quotes or through use of movie scenes from recent and classic films. In the Trust, Justice and Ethics Chapter 7, Pirates of the Caribbean is used to illustrate OB concepts, and in chapter 9, the movie, The Break-Up is used in the Personality and Cultural Values chapter.
- OB at the Bookstore links the content in each chapter to a mainstream, popular business book. This feature uses widely read book titles replacing academic and practitioner OB journals, and most OB textbooks. Each chapter highlights a book whose content is, for the most part, supported by scholarly research on OB. In Chapter 9, the book, Now, Discover Your Strengths by Marcus Buckingham and Donald O. Clifton is discussed.
- OB Assessments helps students apply personally key OB concepts in each chapter. Students gain insights into their personality, emotional intelligence, their style of leadership and their ability to cope with stress that can help them understand their reactions to the working world. In Chapter 3, Organizational Commitment, affective commitment is discussed and asks the reader how emotionally attached they are to their employer. This assessment is designed to measure affective commitment—the feeling that one wants to stay with the current organization.
- OB for Students Everyone enrolled in an OB class has one thing in common: they’re students. This feature applies OB theories and concepts to student life. It examines questions like, what makes students satisfied with their University, what personality traits improve performance in students groups and should student grades be kept from recruiters? In Chapter 3, Organizational Commitment, students are asked what withdrawal means for them—in terms of missed class/absenteeism.
- OB Internationally showcases the changes in technology, communications and economic forces that have made business more global international than ever. OB Internationally spotlights the impact of globalization on OB concepts described in the book. It describes cross-cultural differences in OB theories, how to apply them in international corporations and how to use OB to manage cultural diversity in the workplace.
- Takeaways and Key Terms are provided to help guide students to the most relevant information in each chapter.
- Discussion Questions are featured in every chapter, promoting critical thinking and helping students to apply the concepts in to their own lives and experiences.
- Cases: One case is featured at the end of every chapter. These cases serve as follow-up to the company highlighted in the chapter opening vignette.
- Chapter Exercises appear at the end of every chapter enabling students to reinforce their knowledge about the content for each chapter.

CONTENTS
PART 1. INTRODUCTION TO ORGANIZATIONAL BEHAVIOR
CHAPTER 1. What is Organizational Behavior?
Organizational Behavior defined / Historical review of the rise of OB and related fields of study / Introduction of an integrative model of OB

CHAPTER 2. Job Performance
The costs of poor performance / Task performance / Adaptability / Citizenship behavior / Counterproductive behavior

CHAPTER 3. Organizational Commitment
The costs of employee turnover / Organizational commitment / Psychological withdrawal (daydreaming, moonlighting, loafing) / Physical withdrawal (tardiness, absenteeism, quitting)
MANAGEMENT

PART 2: INDIVIDUAL MECHANISMS
CHAPTER 4. Job Satisfaction
Job satisfaction defined / Values / Emotions / Mood / Job Characteristics
CHAPTER 5. Stress
Stress defined / Job stressors / Symptoms of strain / Stress management principles
CHAPTER 6. Motivation
Need theories / Intrinsic motivation / Expectancy theory / Equity theory / Goal setting theory
CHAPTER 7. Trust, Justice and Ethics
Trustworthiness and trust / Organizational justice / Psychological contracts / Codes of ethics
CHAPTER 8. Learning and Decision Making
Learning processes / Goal orientation / Stereotypes / Attribution theory / Heuristics and biases / Decision making models

PART 3: INDIVIDUAL CHARACTERISTICS
CHAPTER 9. Personality and Cultural Values
Personality / Cultural Variables
CHAPTER 10. Ability
Abilities / Experience / Interests

PART 4: GROUP MECHANISMS
CHAPTER 11. Team Characteristics
Defining groups and teams / Interdependence / Types of teams / Group composition / Stages of development / Roles and norms
CHAPTER 12. Team Processes
Process loss and process gain / Social loafing / Communication / Conflict / Cohesiveness / Collective efficacy / Decision-making errors / Conformity / Groupthink / Brainstorming
CHAPTER 13. Leadership: Power and Influence
Types of power / Influence tactics / Politics
CHAPTER 14. Leadership: Traits, Styles and Behaviors
Leader traits / Leader behaviors / Leader styles / Situational models / Transformational models

PART 5: ORGANIZATIONAL MECHANISMS
CHAPTER 15. Organizational Structure
Dimensions of structure / Structural forms / Determinants of structure / Technology
CHAPTER 16. Organizational Culture
Cultural artifacts / Culture types / Culture change / Socialization

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NEW

International Edition

ORGANIZATIONS
Behavior, Structure, Processes, 13th Edition

By James L Gibson, University of Kentucky-Med/ Lexington

2009 (February 2008) / 624 pages
http://www.mhhe.com/gibson13e

Managing people and their behavior in organizations is one of the most challenging tasks anyone could face. Gibson’s Organizations: Behavior, Structure, Processes, Thirteenth Edition, presents theories, research results, and applications that focus on managing organizational behavior in small, large, and global organizations. It is organized and presented in a sequence based on behavior, structure, and processes. Each part is presented as a self-contained unit and can therefore be presented in whatever sequence instructors prefer. Organizations is easily adaptable to individual preferences. This edition emphasizes that the most successful managers in the global economy will be those who can anticipate, adapt, and manage change.

NEW TO THIS EDITION

- New! OB in the Real World. Featured in every chapter, these pique student interest as they see how OB theory is practiced and applied in a business context in every chapter. Sample of topics covered are in Chapter 6 “What are the Rewards in a Diverse Workforce?” and in Chapter 4 “Emotional Contagion: A Lesson for the Emotionally Intelligent.”

- Expanded coverage on relevant research topics! Gibson 13e focuses on globalization as it provides three new figures illustrating Hofstede dimensions on the interactions between national cultures and organizational cultures. Also described are GLOBE project’s nine cultural dimensions along with a new table on cultural comparisons of three country clusters from GLOBE project.

- New and interesting real world incidents, organizational examples, managerial situations, and in-class exercises have been tightly linked to critical aspects of the book’s content.

- Gibson provides more to learning as it has new content and new sections in three chapters! In Chapter 2 Gibson introduces a new section on “Organizational Culture and Spirituality.” In Chapter 4 the comparison of Individuals in Different Work Arrangements is presented and Chapter 16 has a new section on sense making by Karl Weick.

- New! Updated and revised chapter vignettes. Gibson 13e has updated vignettes in every chapter! Three chapters have NEW opening vignettes—Chapter 1 “Global Account Managers: Multiple Skills are Needed,” chapter 8, “Teams that can Change the World” and in chapter 17, “Managing Change is a Proactive Behavior.”

- New Endnotes in every chapter. Gibson 13e provides the most up-to-date information with more than 180 NEW end notes.

- High impact revision of a well-received, popular and classic text!
In addition to facilitating active learning, Organizational Behavior: Key Concepts, Skills & Best Practices meets the needs of those instructors looking for a brief, paperback text for their OB course, who do not want to sacrifice content or pedagogy. This book provides lean and efficient coverage of topics such as diversity in organizations, ethics, and globalization, which are recommended by the Association to Advance Collegiate Schools of Business (AACSB) and the Association of Collegiate Business Schools and Programs (ACBSP). Timely chapter-opening vignettes, interactive exercises integrated into each chapter, practical boxes titled “Skills & Best Practices,” four-color presentation, lively writing style, captioned color photos, cartoons, and real-world in-text examples make Organizational Behavior: Key Concepts, Skills & Best Practices the right choice for today’s business/management student. The topical flow of this 16-chapter text goes from micro (individuals) to macro (groups, teams, and organizations). Mixing and matching chapters and topics within chapters in various combinations is possible and encouraged to create optimum teaching/learning experiences.

NEW TO THIS EDITION

- New topics include Carroll’s global model of social responsibility and ethics, the competing values framework (CVF) of organizational culture, R. Roosevelt Thomas, Jr.’s action options for managing diversity, components of attitudes, Ajzen’s theory of planned behavior, multiple intelligences, counterproductive work behavior (CWB), performance management, garbage can model of decision making, intuition, multicommunicating, seven types of organizational design, and criteria for learning organizations just to name a few.

- Chapters 5 and 12 have new titles, reflecting new coverage on employee attitudes and the impact of digital communication on organizational behavior.

- 414 chapter endnotes dated 2007 and 329 dated 2008 indicates a thorough updating of this new edition

- New improved PowerPoint slides with CPS questions are designed to 1) be meaningful lessons for students that encourage active thinking and participation and 2) allow the instructor to have at their fingertips the information they want to convey for each slide. Enstructive discussion questions (CPS) are included in the PowerPoint slides which can be used with or without the “clickers.” The PowerPoints also contain a slide that explains the video for the corresponding book chapter and links to additional information online.

- Kinicki/Kreitner supports you in testing AACSB learning outcomes unlike other OB texts on the market. The Test Bank has been tagged for (1) textual feature (e.g. Opening Vignettes, Learning Objectives, Connections Boxes, Exhibits, etc.), (2) AACSB guidelines (Categories include Global, Ethics and Social Responsibility, Legal and other External Environment, Communication, Diversity, Group Dynamics, Individual Dynamics, Production, and IT), (3) Bloom’s Taxonomy (Knowledge (Recall), Comprehension, Application, Analysis, Synthesis and Evaluation). These tags provide schools with a way to sort test questions by the various standards to provide “assurance” that they are including the recommended “learning experiences” in their curricula.

- New chapter-opening vignettes (16 total) provide a real-world context for the topics at hand and timely and relevant applications of the theory presented in each chapter. Interpretations for each case may be found at the text website.

- New Skills & Best Practices boxes (41 total) provide instructive and interesting practical applications of key concepts. Designed to sharpen skills, they either recommend how to apply a concept, theory, or model or give a real-life application of what is being discussed. Students will benefit from hands-on experience and direct skill-building opportunities.

- New Chapter Closing Ethical Dilemmas (10) focus on current dilemmas facing managers from around the world. Students discuss and select ethical options. Interpretations for each dilemma may be found at the texty website.

- The interactive exercises previously found on the Student CD-ROM have been moved online to www.mhhe.com/kinickiob4e

- The WebCT/Blackboard/eCollege enhanced cartridge content contains over three dozen self-assessment exercises, interactive exercises, chapter quizzes, and video material can be found. These interactivities help the students’ connection to the field of organizational behavior be more personal and immediate through interesting self-assessments that cover such areas as leadership, listening skills, and they type of company in which they would prefer to work.

- The Manager’s Hot Seat Videos Online www.mhhe.com/MHS - In today’s workforce, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager’s Hot Seat videos allow students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager’s mistakes and successes, and then do a report critiquing the manager’s approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience. The Manager’s Hot Seat videos are just an additional $10 when packaged with this text.

CONTENTS

Part One: Managing People in a Global Economy
Chapter One: Needed: People-Centered Managers and Workplaces
Ethics Learning Module: Fines and Jail Time Await Unethical Contractors and U.S. Officials
Chapter Two: Organizational Culture, Socialization, and Mentoring
Chapter Three: Developing Global Managers

Part Two: Managing Individuals
Chapter Four: Understanding Social Perception and Managing Diversity
Chapter Five: Appreciating Individual Differences: Self-Concept, Personality, Attitudes, and Emotions
Chapter Six: Motivation I: Needs, Job Design, and Satisfaction
Chapter Seven: Motivation II: Equity, Expectancy, and Goal Setting
Chapter Eight: Improving Performance with Feedback, Rewards, and Positive Reinforcement

Part Three: Making Decisions and Managing Social Processes
Chapter Nine: Effective Groups and Teamwork
Chapter Ten: Making Decisions
Chapter Eleven: Managing Conflict and Negotiating

Part Four: Managing Organizational Processes
Chapter Twelve: Communicating in the Digital Age
Chapter Thirteen: Influence, Power, and Politics: An Organizational Survival Kit
Chapter Fourteen: Leadership Fourteenrt Five: Managing Evolving
Organizations
Chapter Fifteen: Designing Effective Organizations
Chapter Sixteen: Managing Change and Organizational Learning

NEW TO THIS EDITION

Video material. These interactives help the students’ connection to the field of organizational behavior be more personal and immediate through interesting self-assessments that cover such areas as leadership, listening skills, and type of company in which they would prefer to work.

- Updated and Expanded Coverage on Organizational Culture—Schneider’s attraction-selection-attribution theory is introduced, which explains how attracting, selecting, and socializing employees can strengthen organizational culture. OB [Essentials] 2e, includes a section on whether organizational culture is important. The content of the organizational culture section now includes an exhibit showing O’Reilly, Chatman and Caldwell’s organizational culture profile dimensions. The sections on the elements of content of organizational culture have been re-written to reflect current thinking on the concepts.

- Learning objectives at the beginning of each chapter inform students about what they should understand after reading through the chapter.

- Author-Prepared, Prep-Time Reducing Instructor Manual and PPTs – The author prepared their own Instructor Manual and PPTs with the primary goal to save instructors prep time! Each chapter includes many suggested questions to spur in-class discussion as well as three teaching tips for each chapter to further stimulate debate and practical applications of course concepts.

- A complete instructor’s package is available with OB [Essentials] 2e ensuring the highest quality and reliability of each and every piece of this superlative teaching package—the instructors manual and PPT presentations are developed by Steve McShane. Each chapter in the Instructor’s Manual includes the learning objective, key terms with definitions, lecture outline, suggested answers to discussion questions, teaching notes for the chapter case study, teaching notes for the teamwork exercise(s), and teaching notes for the self-assessment(s) related to that chapter as well as for additional self-assessments online.

- Self-Assessment Exercises at the end of most chapters allow students to diagnose their attitudes, personality, values, and beliefs on a variety of organizational behavior concepts. Topics include active listening skills, upward influence, conflict handling, leadership, identifying Your Preferred Organizational Structure, Corporate Culture Preference Scale, and Tolerance of Change Scale among others. Additional self-assessments are located online at www.mhhe.com/mcshaneESS2e

- Opening vignettes begin each chapter to draw students into the topics with a real organizational incident related to the content of that chapter.

- End-of-part video summaries are located in an appendix at the back of the text.

- End-of-chapter material includes a chapter summary, key terms, critical thinking questions, case study, team exercises, web exercise, team activity, and self-assessment exercise.

- Every chapter has eye-catching photos, usually about specific companies. Detailed captions briefly describe real-life incidents relating to the photo.

CONTENTS

PART 1: INTRODUCTION
Chapter 1 Introduction to Organizational Behavior

PART 2: INDIVIDUAL BEHAVIOR AND PROCESSES
Chapter 2 Individual Behavior, Personality and Values
Chapter 3 Perception and Learning in Organizations
Chapter 4 Workplace Emotions, Attitudes, and Stress
Chapter 5 Employee Motivation: Foundations and Practices
Chapter 6 Decision Making and Creativity

PART 3: TEAM PROCESSES
Chapter 7 Team Dynamics
Chapter 8 Communicating in Teams and Organizations
Chapter 9 Power and Influence in the Workplace
NEW TO THIS EDITION

to meet needs that other texts do not satisfy. The ninth edition of this book, like the previous editions, is designed
enough experience to become more comfortable and ready for them. Activities are introduced later in the text, after students have had
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BEHAVIOR IN ORGANIZATIONS, 9/e, by Shani and Lau, is a paperback
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- 3 new modules featuring current topics have been added to the
text: Learning-in-Action, Psychodynamics Perspective on Human
Behavior, and Mentoring.
- The table of contents has been revised to include 16 Core Mod-
ules in the text and 4 Advanced Modules on the Website. Each module
is designed as a stand-alone unit allowing the instructor freedom to
develop the overall structure of the course.
- New cases and activities included.

CONTENTS

Part 1: INTRODUCTION: FRAMING THE CONTEXT
1. Organizational Behavior and Sustainable Work Systems
2. Appreciative Inquiry, Expectations and Learning
3. Learning-in-Action

Part 2: MANAGING INDIVIDUAL PROCESSES
4. A Psychodynamics Perspective of Human Behavior
5. Motivation
6. Perception and Attribution
7. Communication

Part 3: MANAGING INTERPERSONAL PROCESSES
8. Leaders and Leadership
9. Mentoring at Work
10. Negotiations and Conflict Management
11. Work Teams and Effectiveness
12. Team Dynamics and Performance

Part 4: MANAGING ORGANIZATIONAL PROCESSES
13. Work and Org Design
14. Creativity and Innovation
15. Organizational Culture
16. Organizational Learning, Change and Development

Part 5: ADVANCED MODULES ON THE WWW
17. Stress and the Management of Stress
18. Managing Career Planning and Development
19. Managing Knowledge Management Processes
20. Managing Technology
Organizational Behavior: Core Concepts was written with the goal of creating a short, up-to-date, practical, user-friendly, interesting, and engaging introduction to the field of organizational behavior. Angelo Kinicki accomplished this goal by selecting content on the basis of his experience in teaching and writing OB textbooks and the desire to provide a brief book on organizational behavior. The 14 chapters present concise coverage of key concepts needed to help students gain an understanding about individual, group, and organizational behavior. The focus is more on content than pedagogy in order to allow instructors the flexibility to incorporate their own case selections and supplementary materials into their courses. Another key feature of Organizational Behavior: Core Concepts is a boxed feature that provides information about ancillary materials that can be used to enhance student learning and to facilitate a more interactive learning environment. This box identifies when students can test their mastery of the content or enhance their understanding by taking one of 38 Test Your Knowledge Quizzes or 20 self-assessment surveys. The box also calls out when instructors might use 23 group exercises and 15 Manager’s Hot Seat video segments to supplement their lectures and facilitate student involvement and interactions. Finally, Organizational Behavior: Core Concepts contains coverage of cutting edge topics and timely examples.

CONTENTS
Ch 1 Organizational Behavior: Why People Matter to Organizations
Part One Managing Individuals in Organizations
Ch 2 Perception and Diversity: Why Viewpoints Differ
Ch 3 Individual Differences: What Makes Employees Unique
Ch 4 Motivations in Theory: What Makes Employees Try Harder
Ch 5 Motivation in Practice: How to Bring Out the Best in People
Part Two Managing Groups and Making Decisions in Organizations
Ch 6 Groups and Teamwork: How Groups Work and How to Lead Them
Ch 7 Decision Making: How Individuals and Groups Arrive at Decisions
Ch 8 Conflict and Negotiation: Why Conflict Arises and What to Do about It
Part Three Managing Processes of Organizations
Ch 9 Communication: How to Get Messages Across—Online and Off
Ch 10 Power and Politics: How People Influence One Another
Ch 11 Leadership: What Makes and Effective Leader
Part Four Meeting Organizational Challenges
Ch 12 Organizational Culture: How Organizations Create and Transmit a Culture
Ch 13 Organizational Design: How a Structure Connects Employees and Tasks
Ch 14 Change and Learning Organizations: How to Thrive in a Turbulent World
International Edition

ORGANIZATIONAL BEHAVIOR
11th Edition
By Fred Luthans, University of Nebraska-Lincoln
2008 (October 2006) / 608 pages
ISBN: 978-0-07-340495-0
http://www.mhhe.com/luthans11e

Organizational Behavior by Fred Luthans was the first mainstream organizational behavior text on the market and continues the tradition of being the most current and up-to-date researched text today. Well known author Fred Luthans is the 5th highest Publisher in Academy of Management Journals, is a senior research scientist with the Gallup Organization, and continues to do research in the organizational behavior area. Organizational Behavior 11th Edition is ideal for instructors who take a research-based and conceptual approach to their OB course.

CONTENTS

Part One Environmental and Organizational Context
1 Introduction to Organizational Behavior
2 Environmental Context: Information Technology, Globalization, Diversity, and Ethics
3 Organizational Context: Design and Culture
4 Organizational context: Reward Systems

Part Two Cognitive Processes of Organizational Behavior
5 Personality and Attitudes
6 Motivational Needs and Processes
7 Positive Organizational Behavior

Part Three Dynamics of Organizational Behavior
8 Stress and Conflict
9 Power and Politics
10 Groups and Teams

Part Four Managing and Leading for High Performance
11 Managing Performance through Job Design and Goal Setting
12 Behavioral Performance Management
13 Effective Leadership Processes
14 Great Leaders: Styles, Activities, and Skills


International Edition

ORGANIZATIONAL BEHAVIOR
4th Edition
By Steven McShane, University of Western Australia and Mary Ann Von Gitlow, Florida Int'l University-Miami
2008 (October 2006) / 688 pages
http://www.mhhe.com/mcshane4e

In their new Fourth Edition, McShane and Von Glinow continue the trailblazing innovations that made previous editions of Organizational Behavior recognized and adopted by the new generation of organizational behavior (OB) instructors. Acclaimed for its readability and presentation of current knowledge, this textbook’s philosophy is that OB knowledge is for everyone, not just traditional managers. The new reality is that everyone—sales representatives, production employees, physicians—needs OB knowledge to successfully work in and around organizations. Organizational Behavior is unparalleled in its ability to engage students by bringing cutting edge OB concepts closer to reality through the ‘theory-practice link’ approach. McShane and Von Glinow help readers connect OB theories to emerging workplace realities through hundreds of fascinating real-life stories from across the United States and around the world. McShane/Von Glinow’s Organizational Behavior 4th Edition also continues to be the source of the hottest topics, such as: employee engagement, resiliency, four-drive theory, blogs and wikis, psychological harassment, learning orientation, Schwartz’s values model, separating socioemotional from constructive conflict, and much, much, more.

CONTENTS

PART 1 INTRODUCTION
1 Introduction to the Field of Organizational Behavior
PART 2: INDIVIDUAL BEHAVIOR AND PROCESSES
2 Individual Behavior, Values, and Personality
3 Perception and Learning in Organizations
4 Workplace Emotions and Attitudes
5 Motivation in the Workplace
6 Applied Performance Practices
7 Work-Related Stress And Stress Management

PART 3: TEAM PROCESSES
8 Decision Making and Creativity
9 Foundations of Team Dynamics
10 Developing High Performance Teams
11 Communicating in Teams and Organizations
12 Power and Influence in the Workplace
13 Conflict and Negotiation in the Workplace
14 Leadership in Organizational Settings

PART 4: ORGANIZATIONAL PROCESSES
15 Organizational Structure
16 Organizational Culture
17 Organizational Change
Additional Cases
Appendix A: Theory Building and Systematic Research Methods
Appendix B: Scoring Keys for Self-Assessment Activities

ORGANIZATIONAL BEHAVIOR
By Cary Cooper, UMIST, Kim James and Caroline Gatrell, Lancaster University
2007 (November 2007)
McGraw-Hill UK Title

CONTENTS

Prologue: Organisational Behaviour
1. The changing organisation world
2. Organisation culture and image
3. Individual differences and personnel selection
4. Socialisation
5. Motivation and job satisfaction
6. Organisation change
7. Learning and development
8. Careers choices and career management
9. Managing a team
10. Organisational dynamics
11. Managing Diversity
12. New organisational forms
13. Politics and Influence
14. Leadership
15. Work life balance
ORGANIZATIONAL BEHAVIOR
Human Behavior at Work, 12th Edition
By John Newstrom, University of Minnesota--Duluth
2007 (May 2006) / 576 pages
ISBN: 978-0-07-287546-1
http://www.mhhe.com/newstrom12e

Organizational Behavior: Human Behavior at Work, 12e is a solid research-based and referenced text known for its very readable style and innovative pedagogy. While minimizing technical jargon, Newstrom and Davis carefully blend theory with practice so that its basic theories come to life in a realistic context. As in previous editions, this edition will be filled with practical, applied advice.

CONTENTS
Chp.1 The Dynamics of People and Organizations.
Chp.2 Models of Organizational Behavior.
Chp.3 Managing Communications.
Chp.4 Social Systems and Organizational Culture.
Part Two: Motivation and Reward Systems.
Chp.5 Motivation.
Chp.6 Appraising and Rewarding Performance.
Part Three: Leadership and Empowerment.
Chp.7 Leadership.
Chp.8 Empowerment and Participation.
Part Four: Individual and Interpersonal Behavior.
Chp.9 Employee Attitudes and Their Effects.
Chp.10 Issues between Organizations and Individuals.
Chp.11 Interpersonal Behavior.
Part Five: Group Behavior.
Chp.12 Informal and Formal Groups.
Chp.13 Teams and Team Building.
Part Six: Change and Its Effects.
Chp.14 Managing Change.
Chp.15 Stress and Counseling.
Part Seven: Emerging Aspects of Organizational Behavior.
Chp.16 Organizational Behavior across Cultures.
Part Eight: Case Problems.
Glossary. Appendix A: Personal Development Plan. References. Name Index. Subject Index

ORGANIZATIONAL BEHAVIOR ON THE PACIFIC RIM
2nd Edition
By Steven McShane, University of Western Australia and Tony Travaglione, Charles Sturt University
2006 (September 2006)
ISBN: 978-0-07-471658-8
McGraw-Hill Australia Title
http://www.mhhe.com/au/mcshane2e

CONTENTS
Part One: INTRODUCTION
1. Introduction to the field of organisational behaviour
Part Two: INDIVIDUAL BEHAVIOUR AND PROCESSES
2. Individual behaviour and learning in organisations
3. Workplace values, ethics and emotions
5. Foundations of employee motivation
6. Applied motivation practices
7. Stress management
Part Three: TEAM PROCESSES
8. Team dynamics
9. Decision making and employee involvement
10. Creativity and team decision making
11. Communicating in organisational settings
12. Power, politics and persuasion
13. Conflict and negotiation
14. Leadership
Part Four: ORGANISATIONAL PROCESSES
15. Organisational structure and design
16. Organisational culture
17. Organisational change and development

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77
**International Edition**

**EFFECTIVE BEHAVIOR IN ORGANIZATIONS**  
7th Edition  
By Allan Cohen, Babson College, Herman Gadon, University of California-San Diego, Stephen Fink, University of New Hampshire and Robin Willits  
2001 / 608 pages  
ISBN: 978-0-07-288039-7 (with PowerWeb, Mandatory Package) - Out of Print  
ISBN: 978-0-07-121833-7 [IE]  
www.mhhe.com/cohennfink

**CONTENTS**

- Chapter 1: Introduction
- Chapter 2: The Total Organization and the Concept of Systems
- Chapter 3: The Work Group
- Chapter 4: Cohesiveness in Groups
- Chapter 5: Differentiation in Groups
- Chapter 6: Developing Group Effectiveness
- Chapter 7: Basic Human Needs and Rewards
- Chapter 8: The Personal System
- Chapter 9: Diagnosing the Two-Person Work Relationship
- Chapter 10: Improving the Two-Person Work Relationship
- Chapter 11: Leadership: Exerting Influence and Power
- Chapter 12: Leadership: Managerial Functions and Styles
- Chapter 13: Relations among Groups in the Organization
- Chapter 14: Initiating Change Cases

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**Organizational Behavior - Supplements**

**International Edition**

**MANAGER’S HOT SEAT ONLINE ACCESS CARD**  
2nd Edition  
By McGraw-Hill/Irwin  
2007 (June 2006)  
ISBN: 978-0-07-126190-6 [IE]

In today’s workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager’s Hot Seat is a collection of interactive videos that allows students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager’s mistakes and successes, and then do a report critiquing the manager’s approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience.

**CONTENTS**

- Case 1: Office Romance: Groping for Answers
- Case 2: Ethics: Let’s Make a Fourth Quarter Deal
- Case 3: Negotiation: Thawing the Salary Freeze
- Case 4: Privacy: Burned by the Firewall?
- Case 5: Whistleblowing: Code Red or Red Ink?
- Case 6: Change: More Pain than Gain?
- Case 7: Partnership: The Unbalancing Act
- Case 8: Cultural Differences: Let’s Break a Deal
- Case 9: Project Management: Steering the Committee
- Case 10: Diversity: Mediating Morality
- Case 11: Personal Disclosure: Steering the Committee
- Case 12: Virtual Workplace: Out of Office Reply
- Case 13: Listening Skills: Yeah, Whatever
- Case 14: Diversity in Hiring: Candidate Conundrum
- Case 15: Working in Teams: Cross-Functional Dysfunction
- Case 16: Globalization
- Case 17: Cyber Loafing
- Case 18: Bullying in the Workplace
- Case 19: Integrated Work Conflict
- Case 20: Leadership vs. Management
- Case 21: Workplace Violence

**ORGANIZATIONAL BEHAVIOR IN ASIA**  
Issues and Challenges  
By Tan Joo Seng and Chi Ching of Nanyang Technological University  
2004  
An Asian Publication

**CONTENTS**

- Chapter 1: Introduction to Globalization
- Chapter 2: Globalization’s Challenges
- Chapter 3: The New Millennium Employees
- Chapter 4: Emerging Employment Relationships
- Chapter 5: Ethics and Corporate Governance in Asia
- Chapter 6: Leadership in the Asian Context
- Chapter 7: Teams in Asian Organizations
- Chapter 8: Creativity, Innovation & Entrepreneurship in Asia
- Chapter 9: Case Studies and Business Perspectives by KW Ching
- Chapter 10: Conclusion

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International Organizational Behavior

International Edition

GLOBAL MANAGEMENT AND ORGANIZATIONAL BEHAVIOR
By Robert Konopaske, University of North Carolina-Wilmington and John M. Ivancevich, University of Houston—Houston
2004 / 456 pages
ISBN: 978-0-07-284306-4 (Out of Print)
ISBN: 978-0-07-123251-7 [IE]

CONTENTS
I. Introduction to Globalization
1. Global Developments and Trends: A Management Perspective
2. Culture Awareness and Implications
II. Managing in a Global Environment
3. Global Social Responsibility and Ethical Decision Making
4. Communicating in Global Setting
5. Motivation
6. Negotiating Cross-Culturally
7. Managing Diversity
8. Groups and Teams
III. Managing Human Resources
10. Family and Career Considerations
IV. End of Book Resources
Glossary / Subject and Name Indices

Management & Organizational Behavior Combination

International Edition

ORGANIZATIONAL BEHAVIOR AND MANAGEMENT
8th Edition
By John Ivancevich, University of Houston, Robert Konopaske, Florida Atlantic University-Boca Raton and Michael Matteson, University of Houston
2008 (February 2007) / 624 pages
ISBN: 978-0-07-340508-7
ISBN: 978-0-07-126585-0 [IE]
http://www.mhhe.com/ivancevich8e

The author team (Ivancevich/Konopaske/Matteson) has examined, listened, and responded to reviewers’, instructors’, and students’ suggestions on how to continue to make Organizational Behavior and Management, 8e a more user-friendly and application rich introductory OB textbook. To accomplish this, OBM 8e achieves the difficult goal of preserving its key strengths (i.e., thorough, current, good balance of research and practice) while streamlining its content by removing over 100 pages of readings that are now available on the Web. This reduction in page length makes the book more affordable, teachable, and efficient for students. “Preserving scholarship while streamlining” captures the spirit of what I/K/M used as the guiding principle while writing OBM 8e.

CONTENTS
Part I: The Field of Organizational Behavior
Chapter 1: Introduction to Organizational Behavior
Chapter 2: Organizational Culture
Part II: Understanding and Managing Individual Behavior
Chapter 3: Individual Differences and Work Behavior
Chapter 4: Perceptions, Attributions, and Emotions
Chapter 5: Motivation
Chapter 6: Job Design, Work, and Motivation
Chapter 7: Evaluation, Feedback, and Rewards
Chapter 8: Managing Misbehavior
Chapter 9: Managing Individual Stress
Part III: Group Behavior and Interpersonal Influence
Chapter 10: Groups and Teams
Chapter 11: Managing Conflict and Negotiations
Chapter 12: Power, Politics, and Empowerment
Part IV: Organizational Processes
Chapter 13: Communication
Chapter 14: Decision Making
Chapter 15: Leadership
Part V: Organization Design, Change, and Innovation
Chapter 16: Organizational Structure and Design
Chapter 17: Managing Change, Innovation, and Creativity
Appendix A: Quantitative and Qualitative Research Techniques for Studying Organizational Behavior and Management Practice
Glossary
Chapter Endnotes
Name Index
Company Index
Subject Index

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MANAGEMENT AND ORGANIZATIONAL BEHAVIOR
2nd Edition
By Wendy Bloisi, Curtis Cook and Phillip Hunsaker of University of San Diego
2006 (November 2006) / 816 pages
ISBN: 978-0-07-711107-6
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/bloisi

CONTENTS
Preface / Guidelines for study / Guided tour / Technology to enhance learning and teaching / Acknowledgements
Part 1: WHAT MANAGERS AND ORGANISATIONS DO
Chapter 1: Introduction to management and organisational behaviour
Chapter 2: Managers and organizations
Chapter 3: Organisational strategy, planning and continuous improvement
Part 2: THE INDIVIDUAL: MANAGING PEOPLE
Chapter 4: Understanding perception, learning, and personality
Chapter 5: Motivation principles at work
Chapter 6: Motivation methods and applications
Chapter 7: Self-management at work: managing careers and stress
Part 3: GROUPS AND TEAMS: MANAGING BEHAVIOUR BETWEEN PEOPLE
Chapter 8: Communicating for understanding and results
Chapter 9: Creating productive interpersonal relationships
Chapter 10: Managing groups and teams
Chapter 11: Conflict management and negotiation
Part 4: THE ROLE OF THE MANAGER: LEADERSHIP PRACTICES
Chapter 12: Ethical problem-solving and decision-making
Chapter 13: Power and politics
Chapter 14: Leadership
Part 5: DEVELOPING THE ORGANISATION
Chapter 15: Organisational structure and design
Chapter 16: The impact of organisational structure
Chapter 17: The role of Human Resource Management in the organisation
Chapter 18: Organisational change, development and innovation

CONTEMPORARY MANAGEMENT
By Dianne Waddell, Deakin University, Jennifer Devine, Edith Cowen University, Gareth Jones, Texas A&M University and Jennifer George, Rice University
2006 (August 2006)
McGraw-Hill Australia Title
http://www.mhhe.com/au/waddell

CONTENTS
Part 1: Introduction
1. What is Management?
2. Evolution of Management
Part 2: The Environmental Context of Management
3. Managing the Environment: Organisational Culture
4. Managing Change and Diversity
5. Attitudes, Values and Ethics: Corporate Social Responsibility
Part 3: Managing People
6. Leadership
7. Motivation
8. Decision Making
Part 4: Managing Organisations
10. Managing Strategy and Structure: Planning
11. Managing Information: Communication and Technology
12. Managing in a Global Environment
Part 5: Revolution of Management
14. Fads, Fashions and the Future of Management

Human Relations

HUMAN RELATIONS
4th Edition
By Lowell Lamberton and Leslie Minor-Evans of Central Oregon Comm College
2010 (January 2009) / 672 pages

What strategies and techniques can we teach our students to encourage their growth in human relations success on and off the job? How can students tap into the power that comes from working well in one-on-one situations, in groups, and in organizations both big and small? Human Relations: Strategies for Success attempts to provide answers to these questions and guidance toward developing human relations skills that transfer from the classroom to the real world of work. The authors’ commitment to the creation of a book that is at once interesting to read, motivating to study, and relevant to a wide variety of students has been the driving force behind the book. The text covers time-tested, research-based psychology and management principles, as well as newer theories and philosophies of human relations drawn from management theory, group theory, personality theory, and relationship theory. More than ever, effective human relations skills are crucial to business success as organizations grow and compete in a global business environment. Employees must have the knowledge and skill to adapt to a workplace where change is frequent and inevitable

NEW TO THIS EDITION
❖ New more student-friendly design has been created in order to make the material as vibrant and accessible for students as possible.
❖ Chapter 10: Achieving Emotional Control is completely new content. It traces important issues for students trying to understand their own emotional terrain. In addition, it provides the latest content and research on this increasingly important issue of human relations.
As the subtitle indicates, Lussier’s Human Relations in Organizations: Applications and Skill Building employs an applications and skill building approach. This style is perfect for professors that want to incorporate activities and exercises into the classroom, and benefits students who want to understand concepts as well as apply and develop skills that they can use in their daily and professional lives. The text has also been successfully used for online courses. The book and test bank provide a balanced, three-pronged approach: • A clear concise understanding of human relations/organizational behavior concepts; • The application of HR/OB concepts for critical thinking in the business world; • The development of HR/OB skills.

CONTENTS
Part I. Intrapersonal Skill: Behavior, Human Relations, and Performance Begin With You
1. Understanding Behavior, Human Relations, and Performance
2. Personality, Stress, Learning, and Perception
3. Attitudes, Self-Concept, Values, and Ethics
4. Time and Career Management
Part II. Interpersonal Skills: the Foundation of Human Relations
5. Interpersonal Communications
6. Organizational Structure and Communication
7. Dealing with Conflict
Part III. Leadership Skills: Influencing Others
8. Leading and Trust
9. Motivating Performance
10. Ethical Power and Politics
11. Networking and Negotiating
Part IV. Leadership Skills: Team and Organizational Behavior, Human Relations, and Performance
12. Team Dynamics and Leadership
13. Teams and Creative Problem Solving and Decision Making
14. Organizational Change and Culture
15. Valuing Diversity Globally
Appendix A. Applying Human Relations Skills

NEW TO THIS EDITION

INTERNATIONAL EDITION

INTERPERSONAL SKILLS IN ORGANIZATIONS
3rd Edition
By Suzanne De Janasz, University of Mary Washington, Karen O Dowd, James Madison University and Beth Schneider, George Mason University

2009 (February 2008) / 464 pages
ISBN: 978-0-07-340501-8
http://www.mhhe.com/iso3e

Interpersonal Skills in Organizations by de Janasz, Dowd, and Schneider takes a fresh, thoughtful look at the key skills necessary for personnel and managerial success in organizations today. Chock-full of exercises, cases and group activities, the book employs an experiential approach suitable for all student audiences. The book is organized into 4 distinct sections (Understanding Yourself, Understanding Others, Understanding Teams, and Leading) that can be used collectively or modularly depending on the instructor’s preference and student-audience need. The emphasis in this edition focused on making the text more current along with making the text pedagogically effective for students and instructors.

NEW TO THIS EDITION

- While “landmark” research is retained, several chapters incorporate new academic and commercial sources to reflect current trends and research. Many of the opening scenarios are also changed to provide more in-depth examples of how each interpersonal skill impacts business situations. In addition, opening scenarios are referenced more often within the chapter to help instructors use these examples as reflective teaching tools.
- Topic Expansion: The ever-increasing impact of technology on our lives and interpersonal communication is further illustrated in Chapter 7 by including more material on email. Coverage is also expanded on the use of non-virtual methods for connecting employees working on teams in Chapter 10 and getting work done through meetings in Chapter 12. Chapter 16 discusses how the increased use of blogs and websites such as MySpace and Facebook is changing the way individuals network. New content has also been added on self-awareness and self-monitoring, stress management and emotional intelligence, and more details and insight has been provided on non-verbal communication, effective media selection and information richness, the persuasion process, and much more.
- Organization of Material: In this edition, reorganization focused on the content within chapters instead of moving chapters within different sections. More examples have been included to illustrate how skills are interrelated without reordering the chapters. For example, effectively coaching others or providing feedback as discussed in Chapter 17 requires not only honed verbal skills (Ch. 6) but also listening (Ch. 7) and goal setting skills (Ch. 3) as vital components for success. Dealing with challenging behavior on teams (Ch. 10) is also referenced in Chapters 11 (conflict), 12 (meetings), and 13 (facilitation).
CONTENTS
Preface
Acknowledgments
Unit 1 Interpersonal Effectiveness: Understanding Yourself
  1. Journey into Self-awareness
  2. Self-disclosure and Trust
  3. Establishing Goals by Identifying Values and Ethics
  4. Self-management
Unit 2 Interpersonal Effectiveness: Understanding and Working with Others
  5. Understanding and Working with Diverse Others
  6. The Importance and Skill of Listening
  7. Conveying Verbal Messages
  8. Persuading Individuals and Audiences
Unit 3 Understanding and Working in Teams
  9. Negotiation
  10. Building Teams and Work Groups
  11. Managing Conflict
  12. Achieving Business Results through Effective Meetings
  13. Facilitating Team Success
  14. Making Decisions and Solving Problems Creatively
Unit 4 Leading Individuals and Groups
  15. Power and Politicking
  16. Networking and Mentoring
  17. Coaching and Providing Feedback for Improved Performance
  18. Leading and Empowering Self and Others
  19. Project Management
Index

International Edition
DEVELOPING MANAGEMENT SKILLS
What Great Managers Know and Do
By Timothy Baldwin, Indiana University-Bloomington, Bill Boomer and Robert Rubin
2008 (May 2007) / 576 pages
ISBN: 978-0-07-722595-7 (Corrected)
ISBN: 978-0-07-128407-3 [IE]
http://www.mhhe.com/baldwin1e

Management Skills by Baldwin/Boomer/Rubin distinguishes itself by focusing on teaching relevant skills, and only those skills, its learner-centered writing and its evidence-based foundation. This text’s problem-based approach draws students in with several fundamental and specific questions or challenges related to the skill focused on in the chapter right at the opening over every chapter in the Manage What? feature. The learner centered writing style and the focus on the actual skills that matter to career success as well as the chapter ending Tool Kits make this text a keeper.

CONTENTS
Introduction: The Importance And Challenge Of Learning Management Skills
I. Personal Skills
   Chapter 1: Personal Effectiveness
   Chapter 2: Communication
   Chapter 3: Problem Solving & Ethics
II. Interpersonal Skills
   Chapter 4: Motivation
   Chapter 5: Coaching
   Chapter 6: Power and Influence
   Chapter 7: Leadership
III. Group & Organizational Skills
   Chapter 8: Team Effectiveness & Diversity
   Chapter 9: Conflict Resolution
   Chapter 10: Making Change
IV. Conclusion: Putting The Skills Together: Creating High Performance Cultures And Great Places To Work

A MANAGER’S GUIDE TO SELF-DEVELOPMENT
5th Edition
By Mike Pedler, Salford University, John Burgoyne, Lancaster University and Tom Boydell
2006 (September 2006) / 289 pages
ISBN: 978-0-07-711470-1
McGraw-Hill UK Professional Reference Title
CONTENTS
INTRODUCTION
1. The philosophy of this book
2. How the book works
PART I
3. Planning your career
4. The qualities of successful managers & leaders
5. Assessing yourself and setting some goals for self-development
6. How to select and use the activities
PART II Activities for management self-development

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Human Resource Management - Textbooks

HUMAN RESOURCE MANAGEMENT
5th Edition
By H John Bernardin, Florida Atlantic University - Boca Raton

2010 (February 2009) / 736 pages

Human Resource Management, Fifth Edition, focuses on the enhancement of personal competencies while providing a theoretical and experiential approach to the study of human resource management (HRM). John Bernardin provides the conceptual background and content necessary to understand the relevant issues in HRM, along with individual and group exercises that require the application of chapter content to specific problems designed to develop critical personal competencies. Students “learn by doing” by participating in experiential exercises that require the application of HRM knowledge expected of practicing managers and HR generalists.

CONTENTS
Part I Human Resource Management and the Environment
Chapter 1 Strategic Human Resource Management in a Changing Environment
Chapter 2 The Role of Globalization in HR Policy and Practice
Chapter 3 The Legal Environment of HRM: Equal Employment Opportunity

Part II Acquiring Human Resource Capability
Chapter 4 Work Analysis and Design
Chapter 5 Human Resource Planning and Recruitment
Chapter 6 Personnel Selection

Part III Developing Human Resource Capability
Chapter 7 Performance Management and Appraisal
Chapter 8 Training and Development
Chapter 9 Career Development

Part IV Compensating and Managing Human Resources
Chapter 10 Compensation: Base Pay and Fringe Benefits
Chapter 11 Rewarding Performance
Chapter 12 Managing the Employment Relationship
Chapter 13 Labor Relations and Collective Bargaining
Chapter 14 Employee Health and Safety
Appendix A Critical Thinking Applications
Appendix B Chapter Exercises
Appendix C Assessment Guidelines for Self, Peer, and Designated Assessors
Endnotes
Indexes

MANAGING HUMAN RESOURCES
8th Edition
By Wayne Cascio, University of Colorado-Denver

2010 (February 2009) / 736 pages
ISBN: 978-0-07-353026-0
(Details unavailable at press time)

HUMAN RESOURCE MANAGEMENT
11th Edition
By John M Ivancevich, University of Houston

2010 (January 2009) / 672 pages
ISBN: 978-0-07-338146-6

Ivancevich’s Human Resource Management, 11e takes a managerial orientation; that is, it takes the position that HRM is relevant to managers in every unit, project, or team. Managers are constantly faced with HRM issues, problems, and decision-making and the text’s primary goal is to show how each manager must be a human resource problem solver and diagnostician. This book pays attention to the application of HRM approaches in “real” organizational settings and situations. Realism, understanding, and critical thinking were important in the revision. Students and faculty alike have identified readability and relevance as key strengths of the text. It provides a book that stimulates ideas and keeps all users up-to-date on HRM thinking and practice.
NEW! More focused on Assurance of Learning – Noe et. al. provides you with a complete learning system for your students supporting you in measuring learning outcomes. In Noe 3e learning objectives open each chapter and are referenced in the page margins where the relevant discussion begins. Then, the chapter summary is written around the same learning objectives and the student quiz on the textbook website and instructor testing questions are tagged to the appropriate objective they cover.

NEW! More focused on Thinking Ethically with all new exercises – At the end of the chapters students are confronted with ethical issues regarding managing human resources and are asked to make and justify their decisions. This feature was a highlight for our reviewers due to its focus on critical thinking.

NEW! It’s a WRAP! Provides more focus on Reviewing, Applying and Practicing chapter concepts – At the end of every chapter this new feature clearly indicates student’s options for Reviewing, Applying and Practicing chapter concepts using tools such as Manager’s Hot Seat Video, Video Cases, Self-Assessment, Web Exercises, Narrated Lectures for iPod download; and chapter quizzes, all delivered as part of the Premium Online Resources. Please visit www.mhhe.com/noefund3e to review.

MORE APPLIED

NEW! 15 of 16 new BusinessWeek Cases – These cases look at events at real companies as reported by the nation’s number one business weekly and encourage students to critically evaluate each situation and apply the chapter concepts. For example, the new article in Ch. 2 “A Critical Shortage of Nurses” (pp. 52-53) challenges students to apply trends described in the chapter to identify solutions for recruiting and retaining nurses.

NEW! All new End-of-Chapter Cases take a closer look at companies and how their practices illustrate and apply concepts from the chapter. These cases provide external examples to bring into a lecture, along with questions for assignments or classroom discussion. Examples include HR practices at the Transportation Security Administration (TSA) and impact on airport security screeners p. 23, and Wegman’s Food Markets and its use of training to retain at the top of Fortune magazine’s “Best places to work” list.

NEW! 6 new Manager’s Hot Seat (MHS) exercises – You’ve asked, we’ve answered! With this edition of Noe et. al. we are expanding our library of MHS materials with 6 new video exercises. MHS allows students to assume the role of the manager and apply what they’ve learned to video case scenarios where real managers apply their years of experience to confront important workplace issues such as negotiation, listening issues, working in teams, ethics, and office romance. All MHS materials can be found online at www.mhhe.com/noefund3e.

NEW! Instructor’s Guide to using NBC’s “The Office” contains teaching notes and suggested use of select episodes from the popular television show along with discussion questions and answers. Selected shows highlight specific scenes that are linked to HR topics.

NEW! HRM Video DVD providing 29 HRM related clips is available upon adoption of this 3rd Edition. New videos include two new videos produced by the SHRM Foundation include HR in Alignment: The Link to Business Results at Sysco Food Services and Ethics: The Fabric of Business. Other notable videos available for this edition include Johnson & Johnson eUniversity for the chapter on Collective Bargaining and Labor Relations.

NEW! 10 new HR-specific Self-Assessments – This text is supported by 10 new HR-specific self-assessments that are in addition to the 23 interactive self-scoring Self-Assessments that McGraw-Hill has previously supplied to students to test their values, believe, skills and interests in a wide variety of areas. This enables students to
personally apply chapter content to their own lives and careers. New assessments include “Can Health and Safety Behavior be Predicted?”, “Corporate Social Responsibility and HRM,” and “Unions, Labor Laws, and Managerial Prerogatives.” The self-assessments are organized by topic and are supported by an instructor manual and Power Point. Instructors and Students can access these materials as part of their Premium Online Resources at www.mhhe.com/noefund3e.

NEW! Additional HR-specific Test Your Knowledge (TYK) activities – With this edition the TYK offerings have been expanded to include several new HR-specific interactive activities for a total of more than 30 modules for which to learn key concepts. After students review the key concept presented, they take quizzes in either practice or testing mode, to ensure their comprehension. The application contains both knowledge and application questions. New HR-specific activities include “What Do You Know about HRM?” and “What Questions Can You Ask in an Interview?” Instructors and Students can access these materials as part of their Premium Online Resources at www.mhhe.com/noefund3e.

NEW

STRATEGIC HUMAN RESOURCE MANAGEMENT

By Aston Centre for Human Resources (ACHR)

2008 (March 2008) / 400 pages
ISBN: 978-1-843-98171-8

McGraw-Hill UK CIPD Title

Strategic Human Resource Management: Building Research-Based Practice is a challenging and engaging student-focussed text written by a team of world-class researchers and experienced HRM tutors at Aston University. It is ideal for students taking a HRM or Strategic HRM module at postgraduate and upper-undergraduate level. Structured around contemporary and emerging issues this critical text is designed to encourage students to think analytically about Strategic HRM and builds real-world practice on the basis of solid research evidence. With a unique and thought-provoking range of contents that explores the links between Strategic HRM, Strategic Management and Organisational Behaviour, this text connects theory, research evidence and real-world practice. It also provides examples and case studies covering a variety of organisations, cultures and contexts, with access to the latest in leading-edge thinking. The text also includes integrated consideration of Strategic HRM in an international context, including coverage of emerging markets such as China and India.

FEATURES

- World-renowned research-led author team
- Structured around contemporary and emerging issues
- Critical yet student-friendly
- Supporting tutor website to incentivise new adoptions and retain existing adoptions

CONTENTS

SECTION 1: INTRODUCTION
An Introduction to Strategic HRM
The Strategic Context of HRM
Changing Role of HRM Leading and Influencing

SECTION 2: BRIDGING THE STRATEGY POLICY DIVIDE
Strategic Resourcing
Strategic Choice in Patterns of Employment Relations
The contribution of HR to Learning and Development

SECTION 3: THE LINK BETWEEN HRM AND BUSINESS PERFORMANCE
Impact of Strategic HRM on Organisational Performance
Innovation and Creativity
Managing the Work Family Interface

SECTION 4: CONTEXTUALISING STRATEGIC HRM
Climate and Teamwork
Corporate Responsibility, Ethics and Strategic HRM
Strategic Diversity Management
The International Context
Emerging Issues in the Field

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Visit McGraw-Hill Education (Asia) Website: www.mheducation.asia
This new edition sees a name change from Industrial Relations to Employment Relations, reflecting an acknowledgement of the greater scope of the latter, its stronger theoretical foundation and its broader analysis. Employment Relations continues the student-focused approach adopted in the previous edition, through both clear exposition of the topics and the use of strong pedagogic features. Employment Relations covers a wider range of topics than the previous edition, particularly by developing the concept of state regulation alongside more traditional notions of bargaining. The final chapters recount the political events of late 2007 and early 2008 by exploring the policy positions of the major political parties as well as the likely legislative and institutional changes that will emerge in the second half of 2008.

FEATURES
- Increased use of cases: short hypothetical 'Work Stories'
- Longer end-of-chapter cases
- Both Work Stories and Cases Studies have new questions which encourage an analytical approach by students rather than simply providing more detailed examples of concepts
- Stronger links between the text and questions and activities to enhance student learning and decision making skills

CONTENTS
Employment Relations: Theory and Practice
PART 1: THEORY AND CONTEXT
1 What is Employment Relations?
2 The Study of Employment Relations
3 Theoretical Comparisons
4 The Changing Context of Australian Employment Relations
PART 2: THE PARTIES
5 The State
6 Management
7 Employee Representation: Trade Unions
8 Employee Representation: Non-Union
PART 3: PROCESSES AND OUTCOMES
9 State Regulation
10 Bargaining Structures and Processes
11 Industrial Conflict
12 Outcomes: Efficiency and Equity at National and Enterprise Levels
PART 4: THE FUTURE
13 The Future of Australian Employment Relations
This text is aimed at MBA students and Masters students on general business or management programmes, who are or will become general managers, and especially those with some direct responsibility for HRM policies and practices. The purpose of the text is to give the managers of tomorrow a basic grounding in HR theory and practices. The text will place HR in a managerial context and will cover the key areas that a line manager needs to know without placing too much emphasis on historical development. The text will therefore seek to offer a real-world perspective on people management by adopting a managerial, positivist approach and by avoiding overly academic content.

FEATURES
- Focused on the needs of MBA students/general managers.
- Supported by current material drawn from primary research in the field
- Tutor and Student support sites

CONTENTS
SECTION 1: INTRODUCTION AND OVERVIEW: PEOPLE MANAGEMENT
Managing your People; Why there is HRM and why it matters.

SECTION 2: HUMAN RESOURCE MANAGEMENT POLICIES AND PRACTICES
How to motivate your people and what HRM can do to help
Getting and keeping the right people: Recruitment and selection; employee exit, downsizing
Job design and patterns of work
HRM and Competency
Rewarding your People fairly: Reward and performance management
Helping your People to learn: learning, training and development
Working with your People: employee relations
Managing ethics
Getting the best from the best people: Managing diversity

SECTION 3: MANAGING THE HUMAN RESOURCES OF THE ORGANISATION
HRM and Knowledge Management
Looking ahead: HRM and strategy
Growing your own talent: Leadership and management development
HRM in mergers and acquisitions
Managing human resources in a multinational company (MNC)
International HRM

SECTION 4: OPTIONAL CHAPTERS FOR FURTHER STUDY
Researching management
Management--what it is and how it came about
Technology and HRM

SECTION 5
Summing up: what it’s really all about
Future trends in HRM
Human Resource Management is the leading textbook for the CIPD People Management and Development module. Written by the CIPD’s chief examiner, it is closely aligned to the CIPD standards and is the ideal text for anyone seeking a critical look at Human Resource Management (HRM) theory and practice. Combining the latest academic research with practical approaches to managing HRM in the workplace, the text is suitable for core HRM modules on HRM and business degree programmes for second and final year undergraduate or postgraduate levels and the CIPD People Management and Development module. The fourth edition of this text boasts an exciting new text design and improved companion website with new resources for students and tutors. It includes even more case studies and real world examples, as well as mini-cases and research summary boxes. Brand new material covers private equity firms, diversity, international HRM and globalisation, the role of line managers, and the meaning of work.

Contents

Part 1: HRM, Strategy and Performance
HRM, Strategy and the Global Context
Forces Shaping HRM at Work
High Commitment HRM and Performance
Designing HRM to Fit Organisational Goals
Changing Responsibilities for HRM

Part 2: Resourcing
Staffing and Resourcing the Organisation
Performance Management

Part 3: Development
Vocational Education, Training and Skills
Learning and Development at Work

Part 4: Relations
Managing Worker Voice
Procedures and Workplace Employee Relations

Part 5: Reward
Motivation and Pay Systems
Equity and Fairness in Reward Management

Part 6: Research and Change Management Skills
Research and Change Management Skills

Contextualising HRM theory and practice can be extremely difficult for students with limited knowledge of the world of work and workplace realities. This unique textbook addresses this problem by providing a practical, case-study based approach to HRM. Written by highly experienced authors, this text is closely structured around the changing role of the HR function and gives students exclusive access to the latest cutting-edge research and developments in HR. It covers a comprehensive range of topics including technological innovation, equality and diversity, work-life balance, coaching and international perspectives.

Features

- Learning Outcomes and Key Learning Points in each chapter to summarise and highlight the issues raised
- At least two Case Studies per chapter to link theory and practice and illustrate how different HR practices are appropriate in different contexts.
- Exercises to encourage students to analyse and reflect on what they have learnt
- Further Exploration references directing students to relevant articles and websites, encouraging critical thinking
- High quality national and international survey data used in tandem and made accessible to students. Extensive companion website for students and tutors, with multiple choice questions, web-links, tutor support notes, PowerPoint slides and more
- Human Resource Management: A Case Study Approach is specifically designed for all undergraduate business students taking a HRM module and, for those who choose to specialise in HRM, it will guide you through your first year to graduation and beyond. Clear, accessible and easy to use and is also an ideal core reference for international students and postgraduates studying HRM for the first time.

Contents

Introduction
Section 1: HRM in Context
The Context of HRM
People and Human Resources Strategies
HRM and Technological Innovation
Labour Law
Equality and Diversity
Section 2: Employee Resourcing
HR Planning
Recruitment
Selection
Flexibility and Work-life Balance
Section 3: Managing Employee Performance and Development
Psychological Contract, Absence and Turnover
Performance Management and Appraisal
Reward Systems
Training and Development
Understanding Coaching
People-related Measure and High Performance
SECTION 4: HRM AND EMPLOYEE REPRESENTATION
Employment Relations
Health and Safety at Work
Employee Communication
SECTION 5: CONTEMPORARY AND CRITICAL ISSUES
Changing Roles in HRM
The Organisation of Work
International HRM
Instead of HRM: A Cross Cultural Perspective
Creating Corporate Capability
CSR and Sustainable HRM
SECTION 6: CONCLUSION
Potential Future Development in HRM

As competitors strive to win the war for talent, effective human resource management is necessary to gain true competitive advantage in the marketplace. Three challenges companies face are sustainability, technology, and globalization. Human Resource Management 6th Edition brings these challenges to life by highlighting real-world examples pertaining to these issues and relating it to the concepts within the chapter. This best-selling McGraw-Hill/Irwin Human Resource Management title provides students with the technical background needed to be a knowledgeable consumer of human resource (HR) products and services, to manage HR effectively, or to be a successful HR professional. While clearly strategic in nature, the text also emphasizes how managers can more effectively acquire, develop, compensate, and manage the internal and external environment that relates to the management of human resources.

CONTENTS
Chapter 1 Human Resource Management: Gaining a Competitive Advantage
PART 1 The Human Resource Environment
Chapter 2 Strategic Human Resource Management
Chapter 3 The Legal Environment: Equal Employment Opportunity and Safety
Chapter 4 The Analysis and Design of Work
PART 2 Acquisition and Preparation of Human Resources
Chapter 5 Human Resource Planning and Recruitment
Chapter 6 Selection and Placement
Chapter 7 Training
PART 3 Assessment and Development of HRM
Chapter 8 Performance Management
Chapter 9 Employee Development
Chapter 10 Employee Separation and Retention
PART 4 Compensation of Human Resources
Chapter 11 Pay Structure Decisions
Chapter 12 Recognizing Employee Contributions with Pay
Chapter 13 Employee Benefits
PART 5 Special Topics in Human Resource Management
Chapter 14 Collective Bargaining and Labor Relations
Chapter 15 Managing Human Resources Globally
Chapter 16 Strategically Managing the HRM Function

NEW TO THIS EDITION
- Designed to provide a lucid treatment of principles of human resource management with a conceptual and empirical orientation.
- Extensive Indian studies published recently have been quoted to support or refute concepts, theories and point of view discussed in the book.
- This edition includes two new chapters, and many new sections in the existing chapters. Several existing portions have also been re-written.

CONTENTS
Part 1. Introduction to Human Resource Functions
Chapter 1. Evolution of Human Resources Management in India
Chapter 2. Job Satisfaction
Part 2: Acquiring Human Resources
Chapter 3: Human Resource Planning
Chapter 4: Employee Selection
Chapter 5: Testing in Industry
Part 3: Retaining Human Resources
Chapter 6: Work Motivation
Chapter 7: Supervisory Behaviour
Chapter 8: Organisational Change
Chapter 9: Elements of Performance Appraisal
Part 4: Developing Human Resources
Chapter 10: Training and Development
Chapter 11: Perception and Communication
Part 5: Rewarding Human Resources
Chapter 12: Internal Mobility
Chapter 13: Compensation Management
Part 6: Maintaining Human Resources
Chapter 14: Industrial Relations in India
Chapter 15: Quality of Working Life
Chapter 16: Working conditions and Work Behaviour
Chapter 17: HR Audit and Information Systems
Chapter 18: Ethics and Human Resource Management
Part 7: Interpreting Human Resources Behaviour
Chapter 19: Statistical Analysis
HUMAN RESOURCE AND PERSONNEL MANAGEMENT
5th Edition
By Aswathappa, Canara Bank School of Management Studies
2007 (July 2007) / 810 pages
McGraw-Hill India Title
http://www.mhhe.com/aswathappa-hrm

The text is based on a sound and tested pedagogical framework. The concepts are illustrated with relevant real-life data, examples and cases. The aim of the revision is to bring in the newer concepts which have evolved in the area of HRM, include new cases and to update the data and examples. This new edition of HRM will be the most comprehensive and current text available written from the Indian perspective.

CONTENTS
1. Understanding the Nature and Scope of Human Resource Management
3. Integrating HR Strategy with Business Strategy
5. Analysing Work and Designing Jobs
6. Recruiting Human Resources
7. Selecting Human Resources
8. Inducting and placing New Hires
9. Training, Development and Career Management
10. Appraising Managing Performance
11. Managing Basic Remuneration
12. Incentive and Performance Based Payments
13. Managing Employee Benefits and Services
14. Remunerating the Top Brass
15. Motivation Perspectives
16. Motivation in Action
17. Empowering Employees
18. Communicating with Employers
19. Managing Betterment Work
20. A Safe and Healthy Environment
21. Managing Separations and Rightsizing
22. Industrial Relations
23. Trade Unions
24. Resolving Disputes
26. Evaluating HRM Effectiveness
27. Contemporary Issues in HRM
29. The e-HR

HUMAN RESOURCE MANAGEMENT IN AUSTRALIA
3rd Edition
By Helen De Cieri, Monash University and Robin Kramar, Macquarie Graduate School of Management
2007 (October 2007)
ISBN: 978-0-07-013503-1
McGraw-Hill Australia Title
http://www.mhhe.com/au/decieri3e

This newest edition offers lecturers and students the strongest product in the market. De Cieri and Kramar emphasise the importance of strategic human resource management (HRM), and the links between strategy, people and performance. Students thereby understand the relationship between HRM practices, a company’s business objectives and the use of HRM as a means to create value and competitive advantage. Readers are kept informed of the most current issues affecting HRM. New and extensive case studies at the end of each chapter make this another engaging edition. As exciting are the all Australian video cases that instructors may use in the classroom - a first for a HRM book in this country.

CONTENTS
Part 1 Managing the HR environment
Chapter 1 HRM in Australia
Chapter 2 Strategic HRM
Chapter 3 The legal context for HRM
Chapter 4 Occupational health and safety
Chapter 5 Industrial relations
Part 2 Building HRM systems
Chapter 6 Analysis and design of work
Chapter 7 HR planning and HR information systems
Chapter 8 Recruitment and selection
Part 3 Developing people
Chapter 9 Managing diversity and work-life balance
Chapter 10 Performance management
Chapter 11 Learning and development
Chapter 12 Employee development and career management
Part 4 Rewarding people
Chapter 13 Managing compensation
Chapter 14 Performance-related pay
Part 5 Contemporary issues in HRM
Chapter 15 Ethics and HRM
Chapter 16 International HRM
Chapter 17 Managing employee turnover and retention
Chapter 18 Evaluating and improving the HR function

International Edition
HUMAN RESOURCE MANAGEMENT
10th Edition
By John M Ivancevich, University of Houston
2007 (March 2006) / 672 pages
ISBN: 978-0-07-313711-7
ISBN: 978-0-07-125423-6 [IE]
http://www.mhhe.com/ivancevich10e

Ivancevich’s Human Resource Management, 10e takes a managerial orientation; that is it takes the position that HRM is relevant to managers in every unit, project, or team. Managers are constantly faced with HRM issues, problems, and decision-making and the text’s primary goal is to show how each manager must be a human resource problem solver and diagnostician. This book pays attention to the application of HRM approaches in “real” organizational settings and situations. Realism, understanding, and critical thinking were important in the revision. Students and faculty alike have identified readability and relevance as key strengths of the text. It provides a book that stimulates ideas and keeps all users up-to-date on HRM thinking and practice.
HUMAN RESOURCE MANAGEMENT IN AN INTERNATIONAL CONTEXT
By Rosemary Elizabeth Lucas, Hamish Mathieson and Benjamin Lupton
2007 (January 2007) / 400 pages
ISBN: 978-1-843-98109-1
McGraw-Hill UK CIPD Title

Human Resource Management in Organisations identifies and discusses key developments within a variety of organisations including the public sector, privatised utilities, Small Medium Enterprises and the not-for-profit sectors, and looks at Human Resource Management within an organisational context. This text is designed to cater for students taking an international HRM module or learning about HRM in an international context. Written primarily for MBA students and Master students on HRM or business programmes, the text gives a basic grounding in Human Resource theory and practice, and assists managers in managing their people more effectively.

CONTENTS
Introduction
Employment in a Global Context
Human Resource Management
Work Organisation and Flexibility
Culture Change Management
Recruitment and Selection
Learning and Development
Managing Performance
Reward
Employee Voice
Employment Law
Corporate Social Responsibility and Human Resource Management
Business Ethics and Organisational Justice
Employment Equality
Themes and Reflections

UNDERSTANDING EMPLOYMENT RELATIONS
By Derek Rollinson, University of Huddersfield and Tony Dandum, National University of Ireland, Galway
2007 (April 2007) / 512 pages
McGraw-Hill UK Title

http://www.mcgraw-hill.co.uk/textbooks/rollinson

The text is sub-divided into four main parts, each comprising a number of engaging and critical chapters and ending with an integrative section. This traces the links between the topics covered in the separate chapters and across the book as a whole. Both traditional and contemporary topics are dealt with and this comprehensive approach allows the book to become a complete teaching package in its own right.

CONTENTS
PART 1: INTRODUCING EMPLOYMENT RELATIONS
Chapter 1 The Subject of Employment Relations
Chapter 2 The Changing Contexts of Employment Relations in Great Britain
Integration 1 Comparing Employment Relations Systems
PART 2: THE PARTIES IN EMPLOYMENT RELATIONS
Chapter 3 Employers, Managers and Management Styles
Chapter 4 Trade Unions and and other Collective Associations of Employees
Chapter 5 The Role of the State in Employment Relations
Integration 2 Integrating Parties and Contexts in Employment Relations
PART 3: INTERPERSONAL PROCESSES IN EMPLOYMENT RELATIONS
Chapter 6 Discipline and Grievance
Chapter 7 Dismissal and Redundancy
Integration 3 Integrating the Effects of Interpersonal Processes
PART 4: ORGANIZATIONAL PROCESSES IN EMPLOYMENT RELATIONS
Chapter 8 Employee Voice
Chapter 9 Collective Bargaining
Chapter 10 Negotiation
Chapter 11 Conflict and Protest in Employment Relations
Chapter 12 Control in Employment Relations
Integration 4 Integrating the Effects of Organizational Processes

EXPLORING HUMAN RESOURCE MANAGEMENT
By David Simmonds, Christine Porter and Cecilie Bingham of Westminster Business School
2007 (October 2007) / 512 pages
ISBN: 978-0-07-711102-1
McGraw-Hill UK Title

www.mcgraw-hill.co.uk/textbooks/porter

This new HRM text is a combination of the latest theory and practice in the subject, but also includes the more innovative and unorthodox perspectives. Structured in six sections, the book leads the reader through HRM from introduction to strategy. With a case study in each chapter and practical examples and illustrations throughout, the text is designed to be user friendly to students and aid learning and revision. The pedagogical features not only encourage reflective learning, but also aid tutors. On-line links are also provided throughout to aid both the students and lecturer.

CONTENTS
INTRODUCTION
Chapter 1 What is HRM?- Context & Purpose
Chapter 2 Analytical Skills in HRM
Chapter 3 HRM: people, perceptions, performance
**MANAGEMENT**

**HUMAN RESOURCE MANAGEMENT IN ORGANIZATIONS**

By Izabela Robinson

2006 (May 2006) / 352 pages

ISBN: 978-1-843-98066-7

McGraw-Hill UK CIPD Title

CONTENTS

Introduction

Part 1: The Changing Context of Employment: The changing world of work / Managing strategic organisational change / The link between people and organisational performance

Part 2: The Organisational Architecture of High Performance: People within organisations - identifying, attracting and building ability / Resourcing the organisation / Developing ability / Motivating ability for high performance / Managing and rewarding performance at work / Providing the opportunity for high performance

Part 3: Optimising and sustaining high performance: Leadership / The HR challenge

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**Evolving Employment Relations**

By Peter Waring and Mark Bray of University of Newcastle

2006 / 200 pages

ISBN: 978-0-07-471748-6

McGraw-Hill Australia Title

http://www.mhhe.com/au/waring

CONTENTS

Part 1 Introduction

Chapter 1 Theoretical foundations

Chapter 2 The changing national system of employment relations in Australia and the importance of industry-level studies

Part 2 Industry studies

Chapter 3 Black coal mining

Chapter 4 The public health-care

Chapter 5 Call centres

Chapter 6 The Australian Public Service

Chapter 7 Domestic airlines

Chapter 8 The automotive industry

Chapter 9 The whitegoods industry

Chapter 10 Hospitality

Part 3 Conclusion

Chapter 11 The evolution of employment relations, WorkChoices and beyond

---

**HUMAN RESOURCE MANAGEMENT IN ASIA**

By John M. Ivancevich, University of Houston and Lee Soo Hoon, Rensselaer Polytechnic Institute

2002 / 480 pages


An Asian Publication

CONTENTS

Part 1: Introduction to HRM

Chapter 1: Human Resource Management

Chapter 2: A Strategic Human Resource Management: A Diagnostic Approach

Part 2: Securing Human Resources

Chapter 3: Human Resource Planning and Succession Planning

Chapter 4: Job Analysis and Design

Chapter 5: Recruitment

Chapter 6: Selection

---

**Part 3: Developing Human Resources**

Chapter 7: Orientation, Training and Development

Chapter 8: Career Planning and Development

**Part 4: Rewarding Human Resources**

Chapter 9: Performance Management

Chapter 10: Compensation

Chapter 11: Pay-for-Performance

Chapter 12: Employee Benefits and Services

**Part 5: Maintaining Labor-Management Relations**

Chapter 13: Legal Aspects of Human Resource Management

Chapter 14: Employee Relations

**Part 6: International HRM and Evaluation**

Chapter 15: International Human Resource Management

Chapter 16: Evaluating Human Resource Management Function

Appendix A: Measuring Human Resource Activities

Appendix B: Source of Information about Human Resource Management

Appendix C: Career Planning

Index

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**INTERNATIONAL EDITION**

**HUMAN RESOURCE AND PERSONNEL MANAGEMENT**

5th Edition

By William Werther, Jr., University of Miami and Keith Davis, Arizona State University

1996 / 672 pages

ISBN: 978-0-07-069572-6 (Out of Print)

ISBN: 978-0-07-123218-0 [IE]


CONTENTS

PART 1: FRAMEWORKS AND CHALLENGES

1. The Human Resource Framework

2. Environmental Challenges

3. International Challenges

4. Equal Employment Challenges

PART 2: PREPARATION AND SELECTION

5. Job analysis and Design


7. Recruitment 8. Selection

PART 3: DEVELOPMENT AND EVALUATION

9. Orientation, Placement, and Separation

10. Training and Development

11. Career Planning

12. Performance Appraisal

PART 4: COMPENSATION AND PROTECTION

13. Wages and Salaries

14. Incentives and Gainsharing

15. Benefits and Services

16. Security, Safety and Health

PART 5: EMPLOYEE RELATIONS AND ASSESSMENT

17. Employee relations Challenges

18. Union-Management Relations

19. Assessment and Prospects
Human Resource Management - Supplements

ANNUAL EDITIONS: HUMAN RESOURCES
09/10
18th Edition
By Fred Maidment, Western Connecticut State University
2010 (February 2009) / 224 pages
McGraw-Hill/Dushkin Title
http://www.mhcls.com/text-data/catalog/0073528536.mhtml

ANNUAL EDITIONS: HUMAN RESOURCES
08/09
17th Edition
By Fred Maidment, Western Connecticut State University
2008 (September 2007) / 224 pages
McGraw-Hill/Dushkin Title
http://www.dushkin.com/text-data/catalog/0073528471.mhtml

This Seventeenth Edition of ANNUAL EDITIONS: HUMAN RESOURCES 08/09 provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topical guide; and an instructor’s resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

CONTENTS

Unit 1. Human Resource Management in Perspective

Unit 2. Meeting Human Resource Requirements

Unit 3. Creating a Productive Work Environment

Unit 4. Developing Effective Human Resources

Unit 5. Implementing Compensation, Benefits, and Workplace Safety

Unit 6. Fostering Employee/Management Relationships

Unit 7. International Human Resource Management
In today’s workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager’s Hot Seat is a collection of interactive videos that allows students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager’s mistakes and successes, and then do a report critiquing the manager’s approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience.

CONTENTS
Case 1: Office Romance: Groping for Answers
Case 2: Ethics: Let’s Make a Fourth Quarter Deal
Case 3: Negotiation: Thawing the Salary Freeze
Case 4: Privacy: Burned by the Firewall?
Case 5: Whistleblowing: Code Red or Red Ink?
Case 6: Change: More Pain than Gain?
Case 7: Partnership: The Unbalancing Act
Case 8: Cultural Differences: Let’s Break a Deal
Case 9: Project Management: Steering the Committee
Case 10: Diversity: Mediating Morality
Case 11: Personal Disclosure: Confession Coincidence?
Case 12: Virtual Workplace: Out of Office Reply
Case 13: Listening Skills: Yeah, Whatever
Case 14: Diversity in Hiring: Candidate Conundrum
Case 15: Working in Teams: Cross-Functional Dysfunction
Case 16: Globalization
Case 17: Cyber Loafing
Case 18: Bullying in the Workplace
Case 19: Integrated Work Conflict
Case 20: Leadership vs. Management
Case 21: Workplace Violence

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Human Resource Strategy

International Edition

HUMAN RESOURCE STRATEGY
A Behavioral Perspective for the General Manager
By George Dreher, Indiana University - Bloomington and Thomas W. Dougherty, University of Missouri - Columbia
2001 / 456 pages
ISBN: 978-0-256-21189-4

CONTENTS
Part 1: Understanding Behavior in Organizations: Basic Theoretical Orientations
Chapter 1 The Effective Management of People: An Introduction and Point-of-View
Chapter 2 Some Basic Theory about Ability, Motivation, and Opportunity
Chapter 3: Human Resource Systems: A Look at the Possibilities
Chapter 4: Reward and Compensation Systems
Chapter 5: Staffing Systems
Chapter 6: Employee and Career Development Systems
Chapter 7: Performance Management Systems
Part 3: Aligning HR with Business Strategy
Chapter 8: The Link to Business Strategy and Firm Performance
Chapter 9: Sustained Competitive Advantage through Inimitable HR Practices
Chapter 10: Domestic and International Labor Markets
Chapter 11: The Equal Employment and Labor Relations Environment
Part 4: Designing HR Systems for Specific Business Situations
Illustration 1: HR Systems for the Customer Contact Tier
Illustration 2: HR Systems for TQM-Oriented Manufacturing Teams
Illustration 3: HR Systems for Financial Services Sales
Illustration 4: HR Systems for Project-Development Teams: Writing for Television
Illustration 5: HR Systems for Marketing Managers in Asia
HUMAN RESOURCE STRATEGY
By James W. Walker, The Walker Group
1992 / 448 pages
ISBN: 978-0-07-067846-0 (Out of Print)
ISBN: 978-0-07-112889-6 [IE]

CONTENTS
1. Introduction.
4. Shaping Expectations.
5. Designing the Future Organization.
6. Strategic Staffing.
7. Developing Employee Talent.
13. Evaluating Results in Managing Human Resources.

NEW STAFFING ORGANIZATIONS
6th Edition
By Herbert G. Heneman III, University of Wisconsin-Madison and Timothy A. Judge, University of Florida-Gainesville
2009 (June 2008) / 744 pages

http://www.mhhe.com/heneman6e

Heneman and Judge's Staffing Organizations, 6/e, is based on a comprehensive staffing model. Components of the model include staffing models and strategy, staffing support systems (legal compliance, planning, job analysis and rewards), core staffing systems (recruitment, selection, employment), and staffing system and retention management. Up-to-date research and business practices are the hallmarks of this market leading text. In-depth applications (cases and exercises) at the end of chapters provide students with skill building and practice in key staffing activities and decision-making. A comprehensive running case involving a fictitious retailing organization provides even greater opportunity for in-depth analysis and skill building. Students also have the opportunity to address ethical issues at the end of each chapter.

NEW TO THIS EDITION
❖ Each chapter has been updated to reflect the rapidly evolving terrain of strategic, technological, practical and legal issues confronting organizations and their staffing systems. As always, the authors provide considerable updating of the references, found as chapter endnotes. Chapter by chapter updates follow.
❖ Chapter 3 has added coverage on the prevalence of outsourcing, both domestically and internationally. It also includes a new section on technological changes and their impact on HR planning. There is also new material on trend analyses.
❖ The introductory section in Chapter 4 is revamped to reflect the changing nature of jobs. To reflect the continuing push for accountability in human resources, Chapters 5 and 6 include tables illustrating metrics for recruiting, and in Chapter 7, there is a new section on Staffing Metrics and Benchmarks.
❖ Chapter 8 includes an updated and expanded section on resumes, with a particular focus on resume fabrications and distortions and tips for applicants to get a resume noticed. It also includes a new and expanded section on licensing and certification requirements, new material on background checks including the legality of criminal background checks, and new material on legal disclaimers.
❖ To reflect a rapidly expanding research base, Chapter 9 includes new sections on Situational Judgment Tests and Emotional Intelligence.
❖ Chapter 12 has expanded material on hiring bonuses, reneging on accepted job offers, and enforcement of non-compete agreements.
❖ Chapter 13 has been extensively revised to reflect the nearly universal acceptance of human resource information systems in organizations of all sizes.

CONTENTS
Part One: The Nature of Staffing
Chapter 1 Staffing Models and Strategy
Part Two: Support Activities
Chapter 2 Legal Compliance
Chapter 3 Planning
Chapter 4 Job Analysis and Rewards
Part Three: Staffing Activities: Recruitment
Chapter 5 External Recruitment
Chapter 6 Internal Recruitment
Part Four: Staffing Activities: Selection
Chapter 7 Measurement
Chapter 8 External Selection I
Chapter 9 External Selection II
Chapter 10 Internal Selection
Part Five: Staffing Activities: Employment
Chapter 11 Decision Making
Chapter 12 Final Match
Part Six: Staffing System and Retention Management
Chapter 13 Staffing System Management
Chapter 14 Retention Management

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McGraw-Hill is interested in reviewing textbook proposal for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com

Visit McGraw-Hill Education (Asia)
Website: www.mheducation.asia
People Resourcing is the leading textbook for the module CIPD PDS module and is closely aligned to CIPD standards. It provides a comprehensive overview of fundamental management issues such as attracting the best candidates, reducing staff turnover and improving employee performance, through both practical guidance and theoretical underpinning. Expanding on the success of the previous editions, this fully revised fourth edition is even more student friendly. In addition to learning objectives, exercises, activities, summaries and further reading it now incorporates a brand new text design, more in depth case studies, increased reference to academic journal articles and a brand new chapter on Resourcing Strategy. Highly critical in its approach, People Resourcing is ideal for students on the CIPD People Resourcing module on the PDS and those studying People Resourcing modules on non-CIPD programmes, including Masters level, as well as practitioners.

CONTENTS
Introduction
The Competitive Environment
Employment Market Pressures
The Regulatory Environment
Human Resource Planning: Methods and Applications
Human Resource Planning: Relevance and Debates
Flexibility
Job Analysis and Job Design
Recruitment Advertising
Alternative Recruitment Methods
Selection: The Classic Trio
Advanced Methods of Employee Selection
The New Employee
Performance-Management Strategies
Performance Appraisal
Managing Absence
Staff Turnover and Retention
Redundancy and Retirement
Dismissals
Demonstrating Added Value
Resourcing Strategy
Debates About the Future of Work

Compensation
International Edition

COMPENSATION
9th Edition
By George Milkovich, Cornell University-Ithaca and Jerry Newman, Suny Buffalo
2008 (February 2007) / 672 pages
ISBN: 978-0-07-125932-3 [IE]

As the market-leading text in its course area, COMPENSATION, 9th Edition by Milkovich and Newman offers current research material, in-depth discussion of topics, integration of Internet coverage, excellent pedagogy, and a truly engaging writing style. The 9th edition continues to examine the strategic choices in managing total compensation. The total compensation model introduced in chapter one serves as an integrating framework throughout the book. The authors discuss major compensation issues in the context of current theory, research, and real-business practices. Milkovich and Newman strive to differentiate beliefs and opinions from facts and scholarly research. They illustrate new developments in compensation practices as well as established approaches to compensation decisions.

CONTENTS
1. The Pay Model
2. Strategic Perspectives
Part 1 Internal Alignment: Determining the Structure
3. Defining Internal Alignment
4. Job Analysis
5. Evaluating Work: Job Evaluation
6. Person-Based Structures
Part 2 External Competitiveness: Determining the Pay Level
7. Defining Competitiveness
8. Designing Pay Levels, Mix, and Pay Structures
Part 3 Employee Contributions: Determining Individual Pay
9. Pay for Performance: The Evidence
10. Pay for Performance Plans
11. Performance Appraisals
Part 4 Employee Benefits
12. The Benefits Determination Process
13. Benefit Options
Part 5 Extending the System
14. Compensation of Special Groups
15. Union Role in Wage and Salary Administration
16. International Pay Systems
Part 6 Managing the System
17. Government and Legal Issues in Compensation
18. Budgets and Administration
TRAINING IN PRACTICE
By Stephen Truelove
2006 (June 2006) / 256 pages
McGraw-Hill UK CIPD Title

CONTENTS
SECTION 1: ANALYSE
Introduction to the identification of training needs / Techniques for
the identification of training needs / Agreeing learning needs within
the organisational context
SECTION 2: DESIGN
The Learning Process / Designing Learning Events and Strategies
SECTION 3: DEVELOP
Preparing Presentation Material / Preparing Participative Material
SECTION 4: CONDUCT
Presentation Techniques / Participative Delivery Techniques
SECTION 5: EVALUATE
Assessment / Evaluation / Psychometric Testing

NEW TO THIS EDITION
❖ Extensive update of labor relations in developed economies
outside North America.
❖ Exploration of the creation of Change to Win from the departure
of several major AFL-CIO unions.
❖ Includes new coverage of the growing conflicts between
employees and unions regarding health care.
❖ Describes and explores the voluntary employee benefit agree-
ments in the context of auto industry negotiations.
❖ Incorporates empirical research and new thinking about the
labor movement. There is extensive use of new reference material
throughout.
❖ Discusses the effects of employee demography on employer
labor costs.

CONTENTS
Fossum Labor Relations: Development, Structure, Process, 9/e
Chapter 1 Introduction
Chapter 2 The Evolution of American Labor
Chapter 3 Employment Law and Federal Agencies
Chapter 4 Union Structure and Government
Chapter 5 Unions: Member and Leader Attitudes, Behaviors, and
Political Activities
Chapter 6 Union Organizing Campaigns
Chapter 7 Union Avoidance: Rationale, Strategies, and Practices
Chapter 8 The Environment for Bargaining
Chapter 9 Wage and Benefit Issues in Bargaining
Chapter 10 Nonwage Issues in Bargaining
Chapter 11 Contract Negotiations
Chapter 12 Impasses and Their Resolution
Chapter 13 Union-Management Cooperation
Chapter 14 Contract Administration
International Edition

LABOR RELATIONS
Striking a Balance, 2nd Edition
By John Budd, University of Minnesota
2008 (December 2006) / 578 pages
http://www.mhhe.com/budd2e

John Budd continues to present the most dynamic, engaging approach to understanding labor relations in the 21st century with Labor Relations, 2/e. Budd’s well-received and award-winning presentation shows labor relations as a system for striking a balance between employment relationship goals (efficiency, equity, and voice) and between the rights of labor and management. Labor Relations moves beyond a process-based focus in studying this topic by placing the discussion of contemporary U.S. processes into the context of underlying themes: what are the goals of the system; are those goals being fulfilled; and are reforms needed. Central topics are placed in the broader context of the goals of the employment relationship, conflicting rights, and the environment of the 21st Century. Budd’s broader context therefore makes labor relations more engaging and relevant to students. It also allows instructors to raise important “big picture” ideas that go beyond mere how-to descriptions.

CONTENTS
Part I: Foundations
Chapter 1: Efficiency, Equity, and Voice
Chapter 2: Labor Unions: Good or Bad?
Chapter 3: Labor Relations Outcomes: Individuals and the Environment

Part II: The U.S. New Deal Industrial Relations System
Chapter 4: Historical Development
Chapter 5: Labor Law
Chapter 6: Labor and Management: Goals, Structure, and Rights
Chapter 7: Union Organizing
Chapter 8: Bargaining
Chapter 9: Impasse, Strikes, and Dispute Resolution
Chapter 10: Contract Clauses and Their Administration

Part III: Issues for the 21st Century
Chapter 11: Flexibility and Employee Involvement
Chapter 12: Globalization

Part IV: Reflection
Chapter 13: Comparative Labor Relations
Chapter 14: What Should Labor Relations Do?
Appendix: Selected Laws and Declarations

International Edition

INTRODUCTION TO COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS
4th Edition
By Harry Katz, Cornell University - Ithaca and Thomas A Kochan, Massachusetts Institute of Tech.
2008 (July 2007) / 512 pages
ISBN: 978-0-07-125425-0 [IE]

 Authored by a well-respected team in labor relations, An Introduction to Collective Bargaining & Industrial Relations, 4/e covers key topics in industrial relations and collective bargaining using a unique conceptual framework based on the three levels of industrial relations activity (strategic, functional, and workplace). Two extensive, class-tested mock-bargaining exercises are included. International and comparative labor relations are both integrated throughout and receive full chapter treatment. No other textbook provides such a thorough treatment of international/global issues. Numerous examples are provided in the text and in boxes that include coverage on recent strikes, collective bargaining negotiations, and other contemporary collective bargaining events. The authors relate in a direct and clear fashion how concepts can be used to help understand current events.

CONTENTS
PART ONE: INTRODUCTION
1. A Framework for Analyzing Collective Bargaining and Industrial Relations
2. The Historical Evolution of the U.S. Industrial Relations System
3. The Legal Regulation of Unions and Collective Bargaining
4. The Role of the Environment

PART TWO: THE STRATEGIC LEVEL OF INDUSTRIAL RELATIONS AND STRUCTURES FOR COLLECTIVE BARGAINING
5. Management Strategies and Structures for Collective Bargaining
6. Union Strategies and Structures for Representing Workers

PART THREE: THE FUNCTIONAL LEVEL OF INDUSTRIAL RELATIONS
7. Union Organization and Bargaining Structures
8. The Negotiations Process and Strikes
9. Dispute Resolution Procedures
10. Contract Terms and Employment Outcomes

PART FOUR: THE WORKPLACE LEVEL OF INDUSTRIAL RELATIONS
11. Administering the Employment Relationship
12. Participatory Processes

PART FIVE: SPECIAL TOPICS
13. Collective Bargaining in the Public Sector
14. International and Comparative Industrial Relations
15. The Future of U.S. Labor Policy and Industrial Relations

Appendix A: Private Sector Mock Bargaining Exercise
Appendix B: Public Sector Mock Bargaining Exercise
Appendix C: Grievance Arbitration Exercises
MALAYSIAN INDUSTRIAL RELATIONS AND EMPLOYMENT
6th Edition
By Maimunah Aminuddin, Universiti Teknologi MARA
2007 (July 2007) / 380 pages
ISBN: 978-983-3850-12-9
An Asian Publication

Professor Maimunah Aminuddin provides a unique insight into the various components of the Malaysian industrial relations system, including the role of the government, trade unions, trade disputes, the Industrial Court and industrial action. She also examines the employment laws which establish the basic rights for employers and employees, whether or not they belong to trade unions, including the laws on safety and health. The concepts are illustrated with cases, examples and relevant statistics.

CONTENTS
1 An Overview
2 The Employment Act and Related Acts
3 The Social Security Laws
4 The Law on Occupational Safety and Health
5 Trade Unions
6 Collective Bargaining
7 Trade Disputes and Industrial Action
8 The Industrial Court
9 Discipline at the Work Place

UNDERSTANDING EMPLOYMENT RELATIONS
By Derek Rollinson, University of Huddersfield and Tony Dundon, National University of Ireland, Galway
2007 (April 2007) / 440 pages
McGraw-Hill UK Title

Understanding Employment Relations provides a broad and comprehensive account of employment relations for undergraduate and postgraduate students, covering the Chartered Institute of Personnel and Development (CIPD) professional development standards. The text is sub-divided into four main parts, each comprising a number of engaging and critical chapters that are progressively integrated. This, along with rich pedagogy and full, up-to-date topic coverage make this text a complete teaching and learning package.

CONTENTS
PART 1: INTRODUCING EMPLOYMENT RELATIONS
Chapter 1 The Subject of Employment Relations
Chapter 2 The Changing Contexts of Employment Relations in Great Britain
Integration 1 Comparing Employment Relations Systems
PART 2: THE PARTIES IN EMPLOYMENT RELATIONS
Chapter 3 Employers, Managers and Management Styles
Chapter 4 Trade Unions and and other Collective Associations of Employees
Chapter 5 The Role of the State in Employment Relations
Integration 2 Integrating Parties and Contexts in Employment Relations
PART 3: INTERPERSONAL PROCESSES IN EMPLOYMENT RELATIONS
Chapter 6 Discipline and Grievance
Chapter 7 Dismissal and Redundancy
Integration 3 Integrating the Effects of Interpersonal Processes
PART 4: ORGANIZATIONAL PROCESSES IN EMPLOYMENT RELATIONS
Chapter 8 Employee Voice
Chapter 9 Collective Bargaining
Chapter 10 Negotiation

EMPLOYEE RELATIONS IN AN ORGANIZATIONAL CONTEXT
By Kathy Daniels
2006 / 400 pages
ISBN: 978-1-843-98138-1
McGraw-Hill UK CIPD Title

CONTENTS
Section 1: Employee relations in context
What is the employment relationship? / Why do external factors and bodies influence the employment relationship?
Section 2: The parties in employee relations
Why do some managers encounter more ER problems than others? / Following the leader: Why do employees not always follow? / Trade Unionism--employees as groups / The national and global context
Section 3: Employee relation's processes
Why does involving employees improve the employment relationship? / Why does negotiation usually end in some form of agreement? / Why is reward an issue in the employment relationship?
Section 4: Employee relations and the law
The law relating to dismissals / The law relating to trade unions / The law and the individual

International Human Resource Management

THE GLOBAL CHALLENGE
International Human Resource Management, 2nd Edition
By Paul Evans and Vladimir Pucik
2010 (March 2009) / 672 pages
ISBN: 978-0-07-335037-6
(Details unavailable at press time)
International Business - Textbooks

NEW

INTERNATIONAL BUSINESS
12th Edition
By Donald Ball and Michael Geringer of California Polytechnic State University, Michael S Minor, University of Texas Pan American and Jeanne M McNett, Assumption College

2010 (February 2009) / 768 pages
ISBN: 978-0-07-338140-4
http://www.mhhe.com/ball12e
(Details unavailable at press time)

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By Donald Ball and Michael Geringer of California Polytechnic State University, Michael S Minor, University of Texas Pan American and Jeanne M McNett, Assumption College

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International Edition

INTERNATIONAL BUSINESS
By Peter Dowling, Victoria University of Wellington, Charles W L Hill, University of Washington, Peter Liesch, University of Queensland and Sid Gray, University of Sydney

2009 (May 2009)
ISBN: 978-0-07-471754-7
McGraw-Hill Australia Title

The work of acclaimed International Business author Charles Hill has been enhanced by a team of highly esteemed academics from Australia and New Zealand. The result is an authoritative, up-to-date, well-written and elegantly presented textbook that covers all the key IB concepts and their application in the Asia-Pacific regional context.

CONTENTS
PART ONE INTRODUCTION & OVERVIEW
Ch.1 Globalisation
Ch. 2 National Differences in Political Economy
Ch. 3 Differences in Culture
Ch. 4 Ethics in International Business
PART THREE THE GLOBAL TRADE AND INVESTMENT ENVIRONMENT
Ch. 5 International Trade Theory
Ch. 6 The Political Economy of International Trade
Ch. 7 Foreign Direct Investment
Ch. 8 The Political Economy of Foreign Direct Investment
Ch. 9 Regional Economic Integration
Ch. 10 The Foreign Exchange Market
Ch. 11 Financial Management in International Business
PART FOUR THE STRATEGY AND STRUCTURE OF INTERNATIONAL BUSINESS
Ch. 12 The Strategy of International Business
Ch. 13 The Organization of International Business
Ch. 14 Entry Strategy and Strategic Alliances

THE GLOBAL CHALLENGE
Frameworks for International Human Resource Management
By Paul Evans and Vladimir Pacik

2002 / 608 pages
ISBN: 978-0-07-239730-7 (Out of Print)
ISBN: 978-0-07-125704-6 [IE]

CONTENTS
Chapter 1: The Challenges of International Human Resource Management
Chapter 2: Three Faces of Human Resource Management in the International Firm
Chapter 3: Exploiting Global Integration
Chapter 4: Becoming Locally Responsive
Chapter 5: Managing Alliances and Joint Ventures
Chapter 6: Forging Cross-Border Mergers and Acquisitions
Chapter 7: Mastering Network Coordination
Chapter 8: Developing Talent for the Transnational Enterprise
Chapter 9: Steering through the Tensions of Change and Innovation
Chapter 10: Transforming the Global Human Resource Role

CROSS-CULTURAL MANAGEMENT
In Work Organizations
By Ray French

2007 (March 2007) / 224 pages
ISBN: 978-1-843-98149-7
McGraw-Hill CIPD UK Title

This proposed textbook will offer up-to-date and comprehensive coverage of cross-cultural social relations in the work setting. The text will provide an evaluation of existing frameworks for understanding cross-cultural differences as they affect workplace behaviour and the management of people. The book will also examine the inter-cultural competencies needed by managers dealing with employees from different cultural backgrounds and point to implications of an awareness of cultural difference for HRM strategies and policies. An important theme of the book will lie in its assessment of the relative contribution of cultural and non-cultural factors to an understanding of social processes at work. The authors aim to enhance the value of the book by referring to research findings in relevant areas. They also, intend that the book be truly international in scope with case studies and other examples taken from all regions of the world.

CONTENTS
PART 1: SETTING THE SCENE
Introduction
PART 2: CULTURE: USES AND LIMITATIONS
The Meaning(s) of Culture
Understanding Models of Culture
Conceptualising Culture: The Way Forward
PART 3: CROSS-CULTURAL SOCIAL RELATIONS IN THE WORKPLACE
Culture and Organisational Structure
Intercultural Communication
Leadership
Motivation and Exchange
PART FOUR: MANAGING ACROSS OR WITHIN CULTURES
Intercultural Competencies, Training and Ethics
Culture and Human Resource Management
PART FIVE: LOOKING TO THE FUTURE
Conclusions

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Conclusions
Charles Hill’s Global Business Today, 6e (GBT) has become an established text in the International Business market for several key reasons: (1) it is comprehensive and up-to-date, (2) it goes beyond an uncritical presentation and shallow explanation of the body of knowledge, (3) it maintains a tight, integrated uncritical presentation and shallow explanation of the body of knowledge, (4) it focuses on managerial implications, (5) it makes important theories accessible and interesting to students, and (6) it incorporates ancillary resources that enliven the text and make it easier to teach. The success of the first five editions of Global Business Today has been based in part upon the incorporation of leading edge research into the text, the use of the up-to-date examples and statistics to illustrate global trends and enterprise strategy, and the discussion of current events within the context of the appropriate theory. Our research has shown that students and instructors alike enjoy the interesting, informative, and accessible writing style of GBT – so much so that the writing has become Charles Hill’s trademark. In addition to boxed material which provides deep illustrations in every chapter, Hill carefully weaves interesting anecdotes into the narrative of the text to engage the reader.

NEW TO THIS EDITION

COMPREHENSIVE & UP TO DATE

NEW! Completely updated: Every chapter of the sixth edition is revised and updated to incorporate the most recent scholarly research, all most appropriate issues, current examples and the latest events. For examples the trade tensions caused by China’s export-led growth are discussed in Ch. 6; and the current state of WTO’s Doha Round trade negotiations and the Fall of US dollar in 2006-2008, most recent expansion of EU, new trade agreements.

NEW! All data has been updated: All data (e.g. trade data, investment data, currency data, economic data) and statistics updated to use the most recent available. For example: The dramatic fall in the value of the dollar are discussed in Ch. 10.

NEW! Ch. 5 Appendix on International Trade and the Balance of Payments: Previously not covered until Ch. 7, this new appendix discussion of the significance of a deficit on the current account of the balance of payment and the political issues of this topic.

MORE FOCUS ON MANAGERIAL IMPLICATIONS

NEW! Opening Cases: Each chapter begins with a new Opening Case that sets the stage for the chapter content and familiarizes students with how real international companies conduct business. All new discussion questions engage student’s critical thinking. Chapter 3, “Country Differences in Political Economy,” for example, opens with a new case that describes how McDonald’s altered its menu in order to be successful in India.

KEY FEATURES

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NEW APPENDIX: INTERNATIONAL TRADE AND THE BALANCE OF PAYMENTS

103
The book has been written keeping in mind the MBA students and is designed to provide a lucid treatment of the theory and practice of international business, in the Indian context. The revision is done with the objective of making the coverage complete and up-to-date. Consequently, this edition includes five new chapters, newer cases and examples, ideas and concepts in international business. Many topics have been rewritten to enhance lucidity. The new edition puts more emphasis the importance of “culture” and the maturing of the globalization of Indian business.

NEW TO THIS EDITION

- Five new chapters: Multinational Corporations, Foreign Direct Investment Managing Across Cultures, Negotiation Across Cultures, Future of International Business
- Development of important topics into independent chapters: the discussion on MNCs and FDI in the earlier edition have been blown up into full chapters
- New cases:
  - WTO (Nature of International Business)
  - East India Company (Multinational Corporations)
  - Starbucks Coffee (FDI)
  - Shivaji: The Boss (Cultural Environment)
  - Capital Constraints – Tatas/Anchor Electronics (Technological Environment)
  - Resurgent India (Economic Environment)

CONTENTS

1. Nature of International Business
2. Multinational Corporations
3. Global Trade and its Theories
4. Foreign Direct Investment
5. Political and Legal Environment
6. Cultural Environment
7. Managing Across Culture
8. Negotiating Across Cultures
9. Technological Environment
10. Economic Environment
11. International Strategic Management
12. International Organisation Structure
13. International Strategic Alliances
14. Integration Between Countries
15. World Trade Organisation
16. International Operations Management
17. International Marketing
18. International Financial Management
19. Financing Foreign Trade
20. International Accounting
22. Social Responsibility and Ethical Issues in International Business
23. Future of International Business

International Edition

INTERNATIONAL BUSINESS

11th Edition

By Donald Ball, Wendell H McCulloch and Paul Frantz of California State University, Michael Geringer, California Polytechnic State University and Michael Minor, University of Texas Pan American

2008 (February 2007) / 768 pages

www.mhhe.com/ball11e

International Business: The Challenge of Global Competition, 11th Edition, by Ball, McCulloch, Geringer, Minor and McNett continues to be the most objective and thorough treatment of International Business available for students. Enriched with maps, photos, and the most up-to-date world data, this text boasts the collective expertise of five authors with firsthand international business experience, specializing in international management, finance, law, global strategy, and marketing—a claim no other text can make. In addition, each new copy of International Business, 11e includes access to CESIM—an interactive IB simulation developed for industry professionals. Ball, et al is the only textbook on the market which features access to CESIM. Only Ball, McCulloch, Geringer, Minor and McNett can offer a complete view of International Business as diverse as the backgrounds of business students.

CONTENTS

Part I: The Nature of International Business
1. The Rapid Change of International Business
2. International Trade and Foreign Direct Investment
3. Theories of International Trade and Investment

Part II: Cooperation Among Nations
4. Dynamics of International Institutions
5. Understanding the International Monetary System

Part III: International Environmental Forces
6. Cultural Forces
7. Natural Resources and Environmental Sustainability
8. Economic and Socioeconomic Forces
9. Political Forces
10. Legal Forces
11. Financial Forces
12. Labor Forces

Part IV: The Organizational Environment
13. International Competitive Strategy
15. Entry Modes
16. Export and Import Practices
17. Marketing Internationally
18. Organizational Design and Control
20. Financial Management
21. Global Operations and Supply Chain Management
GLOBAL BUSINESS TODAY
By Charles W L Hill, University of Washington, Thomas Cronk and Rumitha Wickramasekera of QUT
2007 (Oct 2007)
ISBN: 978-0-07-471753-0
McGraw-Hill Australia Title
http://www.mhhe.com/au/hill

For many years, Charles Hill’s Global Business Today has been recognised by academics and students as a well-structured text that presents the key concepts in international business. This tradition is continued in an Australian adaptation by Thomas Cronk and Rumitha Wickramasekera, both from Queensland University of Technology. Global Business Today: An Asia Pacific Perspective is comprehensive and up-to-date. It combines a world-wide orientation with an emphasis on the strategic issues that impact global business in our region. There is tight and integrated flow between chapters and a strong focus on managerial implications. The writing style is engaging and accessible, with many regional examples to illustrate the relevance of business theory to students.

CONTENTS
Part 1 Globalisation
Chapter 1 Globalisation
Part 2 Cross-Border Linkages: Trade, Investment and Exchange
Chapter 2 Theories of Trade, Investment and Internationalisation
Chapter 3 The Political Economy of Trade and Investment
Chapter 4 Foreign Exchange and Finance
Part 3 Country Differences
Chapter 5 Differences in Culture
Chapter 6 Political and Legal Environments
Chapter 7 Economic Environment
Chapter 8 Ethics and Corporate Responsibility
Chapter 9 Country Market Analysis
Part 4 Competing in the Global Marketplace
Chapter 10 The Strategy of International Business
Chapter 11 Entering Foreign Markets
Chapter 12 International Marketing and R&D
Chapter 13 International Production, Outsourcing and Logistics
Chapter 14 International Human Resource Management

IMPORT/EXPORT
How to Take your Business Across Borders, 4th Edition
By Carl A Nelson
2009 (January 2009) / 352 pages
ISBN: 978-0-07-148255-4
A Professional Reference Title

Fully revised and updated—the go-to guide from an expert on international trade. Doing business across national borders is more profitable than ever. In the exhaustively revised fourth edition, Import/Export provides step-by-step guidance to show you how to take part in the booming world economy.

GLOBAL BUSINESS POWER PLAYS
How the Masters of International Enterprise Reach the Top of Their Game
By Business Week
2008 / 192 pages
A Professional Reference Title

BusinessWeek’s Power Plays series analyzes insights from the biggest power players in business on essential topics in today’s market. Each book includes real case studies, Monday morning strategies, power moves that tackle key business problems head-on, and the keen industry knowledge that has made BusinessWeek the world’s number-one authority.

CONTENTS
Introduction
1. China.net
2. Ratan Tata: From Overgrown Conglomerate to an Agile Global Force
3. Bertelsmann: Making a Bundle Off Old Media in Former Soviet Bloc
4. Europe: Can It Grow Again
5. United States: Hispanic Nation
6. Huawei: More Than A Local Hero
7. Columbia: Extreme Investing
8. Toyota: Reinventing the Auto Industry
9. Planet Starbucks: Go Global, Grow Quickly
11. Toshiba: Keeping Innovation Out of Rivals’ Hands
12. Ferdinand K. Piëch: Tightening the Grip at VW
13. Trends: Tech Future

SILICON DRAGON
How China Is Winning the Tech Race
By Rebecca Fannin
2008 / 300 pages
A Professional Reference Title

Don’t be surprised if the next Steve Jobs or Bill Gates comes from China. That’s the message of this riveting, in-depth account of the new generation of Chinese entrepreneurs that is challenging the U.S. for global high-tech leadership. Based on interviews conducted with the entrepreneurs behind some of today’s cutting-edge advances in mobile phones, search, E-commerce, and software, Silicon Dragon takes you behind the scenes to provide an up-to-the-minute account of a phenomenon that is just now breaking the surface in the mainstream media and business press.

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This FIFTEENTH EDITION of ANNUAL EDITIONS: INTERNATIONAL BUSINESS provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an online instructor's resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

CONTENTS

UNIT 1: Overview of International Business
1. Globalization and Its Contents
2. The Leading Economic Organizations at the Beginning of the 21st Century
3. Trading Places
4. Here's the Good News
5. The Real Global Technology Challenge
6. Looking Ahead to Our Place in the Next Economy

UNIT 2: International Institutions and Organizations
7. A Roadmap for the New Trade Landscape
8. Are Global Prices Converging or Diverging?
9. What One Hand Gives, the Other Takes

UNIT 3: Environmental Factors and International Business
10. The World's Banker,
11. Helping the Global Economy Stay in Shape
12. The Bretton Woods System
13. Wall Street in the Desert
14. Dollar Doldrums
15. Financial Globalization
16. China’s Mobile Maestro
17. The Challengers

UNIT 4: International Business Operations
18. How Capitalism Is Killing Democracy
19. Grassroots Diplomacy
20. New Tech, Old Habits

UNIT 5: International Business and the Future
21. Is U.S. Business Losing Europe?
22. Can Europe Compete?
23. Unequal Access, Emily Wax
24. When Greens Go Corporate

25. Making It in China
26. The China Factor
27. A Whiff of New Money
28. BRIC Crumbling?
29. The Brave New World of IFRS
30. Found in Translation
31. Shaping the Future of Manufacturing
32. The Rise of BRIC
33. International OHS
34. Out of Work
35. Off-Shoring and Outsourcing
36. Roots of Insecurity

ROUNDTABLE VIEWPOINTS: INTERNATIONAL BUSINESS

NEW! ISSUE 1. What Are the Benefits and Costs of International Outsourcing?
NEW! ISSUE 2. What Are the Standards and Practices Surrounding Sweatshops?
NEW! ISSUE 3. What Are the Best Approaches to Minimizing Global Corruption?

PART 1. Ethical Issues in International Business

PART 2. Operating in a Global Economy

NEW! ISSUE 4. How Does Globalization Affect the World?
NEW! ISSUE 5. How Do Free-Trade Agreements Affect Multinational Firms?
NEW! ISSUE 6. What Are Some Key Strategies for Taking Advantage of Modern Technologies Related to Global Logistics?
PART 3. The Human Side of Going International
New! ISSUE 7. What Are the Major Challenges That Face Expatriates While Living Abroad?
New! ISSUE 8. Why Is It So Important to Understand Cultural Differences When Working Abroad?
ISSUE 9. What are some Key Approaches Related to Competing in Foreign Markets?

Business In Asia

BUSINESS JOURNEY TO THE EAST
By Chow Hou Wee, National University of Singapore and Fred Combe

2009 (November 2008) / 300 pages
ISBN: 978-0-07-127802-7
An Asian Professional Publication

With the rapid shift in global economic power, many Western companies are jumping onto the bandwagon towards Asia, lured by the rich returns that the region can potentially provide. However, many are ill prepared for the cultural challenges, many are too impatient and prescribed in their market entry strategies and many struggle with the possibility that there is an alternative Asian approach to business. Their success rate is very poor: early failure leads to frustration and stagnation. But what if there were a faster way to appreciate the new Asia, to understand better how Asians strategize and practice business? How could companies avoid the many pitfalls and accelerate their learning curves? What could make them sit up and realize that a fresh business approach to Asia, combining the best of East and West, could substantially increase their success rate? Professor Chow-Hou Wee and Fred Combe share their combined academic and real world wisdom in an East-meets-West collaboration. In this book, they blend the practical, cultural, and historical realities of doing business in Asia with anecdotes and refreshing insights from great Asian influencers as well as the works of Chinese philosophers and strategists, notably, Sun Zi Bingfa, the most well known Chinese military treatise in the world. Throughout the book, the authors explore why Asians and Westerners think and operate differently, examine how the West needs to urgently reappraise its role in Asia and propose that the West adopt a new business approach that combines Asian and Western strategy.

CONTENTS
Praise for the book
Preface
1 The New Asian Challenge: Myth or Reality?
2 Sun Zi Bingfa: Unlocking the Mindset of the Asian Strategist
3 Double Glazing: How Come We Are Different?
4 Using the Messenger: Achieving What You Cannot Do
5 Moving Goalposts: Concealing Intentions or Testing Your Patience?
6 Forgiven But Not Forgotten: Less Scope for Mistakes
7 The Expatriates Phenomena: How Valuable Are They to Building Businesses?

INTERNATIONAL HUMAN RESOURCE MANAGEMENT
2nd Edition
By Chris Brewster, Paul Sparrow and Guy Vernon
2007 (May 2007) / 320 pages
ISBN: 978-1-84398-159-6
McGraw-Hill UK Title

This substantially revised second edition of this critically engaging yet student friendly text explores both comparative and international HRM, discussing leading practices and the controversies that surround them. Developed from the authors’ extensive experience in the field, it presents a comprehensive treatment of the subject from a truly global perspective. Each chapter includes case studies, activities and a range of other features to test and reinforce students’ understanding. It is an ideal core text for modules in International Human Resource Management, whether undergraduate or postgraduate. It is also suitable for the CIPD’s International Personnel and Development module and for international students studying HRM.

CONTENTS
PART ONE: NATIONAL CULTURES
The Impact Of National Culture
Culture and Organizational Life

PART TWO: COMPARATIVE HRM
Theory And Practice
the role of HR departments
Recruitment and selection
Reward
Training and development
Flexibility and work-life balance
Communications and employee relations

PART THREE: INTERNATIONAL HRM
International HRM: Theory And Practice
Managing international working
Managing Diversity in International Working

PART FOUR: NEW DEVELOPMENTS AND THE ROLE OF THE HR FUNCTION
HR and global organizational capability
HR and Business Process Outsourcing
Managing International HRM
The China Casebook
By Wilfred R Vanhonacker
2004 / 368 pages
ISBN: 978-0-07-123762-8
An Asian Publication

Contents
Preface / Acknowledgments / About the Author / Synopsis of the Cases / China 2000: An Overview
1. CRE Beverage Ltd.: South African Breweries’ Strategy in China
2. Hong Kong’s Airport Express Train
3. Beijing Textile Group
4. Looking into a Mirror or through a Glass? Understanding Cultural Differences in Foreign-funded Enterprises in China
5. Cyberway Computer Communications Co. Ltd.
6. Fudjian Industrial Securities Company
7. Hang Cheong Surveyors Ltd.
8. Kodak in China (A)
9. Kodak in China (B): A Billion for a Billion
10. Kodak in China (C)
11. Shanghai Museum
12. Guangzhou Peugeot Automobile Co. Ltd.: Partnership Breakdown
13. Roland Berger (Shanghai) International Management Consultants Ltd.
14. Shanghai Automotive Industry Corporation (A)
15. Shanghai Automotive Industry Corporation (B): Shanghai General Motors
17. Shanghai Famous Pops
18. The Stone Group’s Diversification Strategy: Caught between a Rock and a Hard Place
19. Tony Roma’s in Shanghai
20. Beijing Wangfujing Department Store (Group) Co. Ltd.

International Management
By Fred Luthans, University of Nebraska-Lincoln and Jonathan Doh, Villanova University

2009 (March 2008) / 672 pages
ISBN: 978-0-07-338119-0
ISBN: 978-0-07-128240-6 [IE]

Changes in the global business environment continue at an accelerated pace. The challenges for international management reflect this dynamism and the increasing unpredictability of global economic and political events. The challenge in today’s uncertain geopolitical and economic environment is to learn and effectively practice international management. Past assumptions must always be tested and challenged, and best practices will continuously evolve in response to changing environmental and competitive conditions. Those with the knowledge and skills to apply the contents of this text on international management will be taking a huge step toward gaining a competitive advantage over those who do not have such a perspective. They will be in a strong position to gain a broad understanding and to take specific steps for implementation of effective managing across cultures.

In the seventh edition of International Management, Luthans and Doh have taken care to retain the effective foundation gained from research and practice over the past decades. At the same time, they have fully incorporated important new and emerging developments that have changed what international managers are currently facing and likely to face in the coming years. Of special importance is that students of international management understand what will be expected of them from the range of stakeholders with whom they interact.

New to this Edition
- Updated Coverage on important topics including the political, legal and technological environment, with new material on political differences around the world and the global biotechnology revolution; Updated chapter on ethics and social responsibility with extensive discussion of ethical differences among countries and sustainability as a major international management thread; More extensive coverage of Project GLOBE and its comparison to Hofstede’s classic description of national cultural dimensions (Chapters 4, 13); Extensive discussion of differences in negotiation approaches across cultures (Chapter 7); Greater coverage of international entrepreneurship, “Born Global” strategies and the challenges and opportunities for international strategy targeted to the developing “base of the pyramid” economies (Chapter 8); new coverage of the contribution of “authentic leadership” (Chapter 13) and “positive organizational behavior” (Chapter 13.14) to international management.
- Streamlined format—14 chapters instead of 15, (eliminated the final chapter from the previous edition based on reviewer feedback); Revised and newly titled the opening chapter on Globalization and International Linkages.
- Thoroughly Updated or New Cases, Inserts, and Supplements—new and/or updated country spotlights, international management in action, and “you be the management consultant” sections; Thoroughly updated cases (not available elsewhere) on Pharmaceuticals, IPR,
and the Global AIDS Epidemic, Nike and Human Rights, Wal-Mart’s Japan Strategy, Euro-Disney (with new supplement on Disney’s other global ventures), The HP-Compaq Merger and Its Global Implications, Can the Budget Airline Model Succeed in Asia? The Story of AirAsia, Chiquita’s Global Turnaround; Brand new end-of-term cases developed exclusively for this edition (and not available elsewhere) on Coca-Cola in India, The Last Rajah: Ratan Tata and Tata’s Global Expansion, Microsoft Opens the Gates to China, HSBC’s China Strategy; Totally revised PowerPoint, Instructor’s manual, test bank, and videos.

- New and Enhanced Themes and Structure: Thoroughly revised and updated to reflect the most critical issues for international managers. This includes greater attention to and focus on a global perspective on international management; All new BusinessWeek opening cases on current international management challenges; New and updated discussions of offshoring and outsourcing and the globalization of human capital (Chapters 1, 2, 3, 14, and throughout cases and inserts); Greater emphasis on emerging markets, including the emerging “giants” of China and India, as well as Brazil, Russia and other developing countries in Africa, Asia, Central and Eastern Europe, Latin America and the Middle East.

CONTENTS

Environmental Foundation
1. Globalization and International Linkages
2. The Political, Legal, and Technological Environment
3. Ethics and Social Responsibility
Colgate’s Distasteful Toothpaste
Advertising or Free Speech? The Case of Nike and Human Rights

The Role of Culture
4. The Meanings and Dimensions of Culture
5. Managing Across Cultures
6. Organizational Cultures and Diversity
7. Cross-Cultural Communication and Negotiation
Cross-Cultural Conflicts in the Corning-Vitro Joint Venture
Integrating National and Organizational Cultures: Chemical Bank’s Coca-Cola in India

International Strategic Management
8. Strategy Formulation and Implementation
9. Entry Strategies and Organizational Structures
10. Managing Political Risk, Government Relations, and Alliances
11. Management Decision and Control
Microsoft Opens the Gates to China: Microsoft’s Patent, Piracy, and Political Challenges in China
The Last Rajah: Ratan Tata and Tata’s Global Expansion
The HP-Compaq Merger and Its Global Implications
Can the Budget Airline Model Succeed in Asia? The Story of AirAsia

Organizational Behavior and Human Resource Management
12. Motivation Across Cultures
13. Leadership Across Cultures
14. Human Resource Selection and Development Across Cultures
A Copy Shop Goes Global
The Road to Hell
HSBC in China
Chiquita’s Global Turnaround
Skill-Building and Experiential Exercises
Personal Skill Building Exercises
1. The Culture Quiz
2. Using Gung Ho to Understand Cultural Differences
3. When in Bogota...
4. The International Cola Alliances
5. Who to Hire?
In-Class Simulations

NEW TO THIS EDITION

INTERNATIONAL MANAGEMENT
Managing in a Diverse and Dynamic Global Environment, 2nd Edition
By Arvind V Phatak, Temple University-Philadelphia, Rabi S Bhagat, University of Memphis and Roger Kashlak, Loyola College of Maryland

2009 (December 2008) / 608 pages

http://www.mhhe.com/phatak2e

International Management: Managing in a Diverse and Dynamic Global Environment is about the unique opportunities and concerns that confront international managers as they navigate their companies through the complex and ever changing global economic, political, legal, technological and cultural environments. It describes theories of international management in the context of current and emerging realities in the global marketplace. The framework follows the course structure beginning with the macro-environment, then moves to the firm level, and concludes with the individual manager in the international setting. This approach is embellished with modern chapters on collaborative strategies, managing technology and knowledge, and ethics and corporate social responsibility. Each chapter concludes with a mini-case, and a comprehensive case concludes each section.

NEW TO THIS EDITION

- Streamlined to 14 chapters from 17 in the previous edition based on reviewer feedback. This edition is the beneficiary of many new insights from the author’s research and corporate activities; more importantly, it is the beneficiary of comments from the many students and professors who have used the book in more than 20 countries.
- All 4 section ending cases have been replaced to keep the text current and interesting. The new cases are: Hong Kong Disneyland, Christina Gold Leading Change at Western Union, Nora-Sakari: A Proposed JV in Malaysia, and The TATA Way: Evolving and Executing Sustainable Business Strategies.
- A new chapter (13) called Global Social Enterprise has been added for greater ethical coverage; there are now two chapters devoted to ethics in international management. This content melds international management, profits, community building and knowledge attainment and suggests that a new strategic imperative for global corporations is to serve the underserved markets of many emerging and undeveloped countries.

CONTENTS

Section I: The International Environment
Chapter 1: An Introduction to International Management
Chapter 2: The Global Macro-Economic Environment
Chapter 3: The Political and Legal Environments
Chapter 4: The Cultural Environment
Case I – Hong Kong Disneyland

Section II: Managing International Strategic Planning and Implementation
Chapter 5: Managing International Strategic Planning and Implementation
Chapter 6: Strategies for International Competition
Chapter 7: Analyzing and Managing Foreign Modes of Entry
Chapter 7: Organizing and Controlling International Operations
Chapter 8: Managing Technology and Knowledge
Case II – Christina Gold Leading Change at Western Union
Section III: Managing People and Processes across Borders and Cultures
Chapter 9: Communicating across Borders and Cultures
Chapter 10: Negotiation and Decision-Making across Borders and Cultures
Chapter 11: Motivating and Leading across Borders and Cultures
Chapter 12: International Human Resources Management
Case III – Nora-Sakari: A Proposed JV in Malaysia
Section IV: Ethical Dilemmas in International Management
Chapter 13: Global Social Enterprise
Chapter 14: Ethics and Social Responsibility for International Firms
Case IV – The TATA Way: Evolving and Executing Sustainable Business Strategies

International Edition

TRANSNATIONAL MANAGEMENT
Text and Cases, 5th Edition
By Christopher Bartlett, Harvard Business School, Sumantra Ghoshal, London Business School and Julian Birkinshaw
2008 (November 2006) / 864 pages
ISBN: 978-0-07-125915-6 [IE]
http://www.mhhe.com/bartlett5e

TRANSNATIONAL MANAGEMENT focuses on the management challenges associated with developing strategies and managing the operations of companies whose activities stretch across national boundaries. The purpose of this book is to provide a conceptual framework of the interplay between the multinational corporation, the countries in which it does business, and the competitive environment in which it operates. Through text narrative, cases, and readings, the authors skillfully examine the development of strategy, organizational capabilities, and management challenges for operating in the global economy.

CONTENTS
Part I: The Strategic Imperatives
Chapter 1: Expanding Abroad: Motivations, Means, and Mentalities
Chapter 2: Understanding the International Context: Responding to Conflicting Environmental Forces
Chapter 3: Developing Transnational Strategies: Building Layers of Competitive Advantage
Part II: The Organizational Challenge
Chapter 4: Developing a Transnational Organization: Managing Integration, Responsiveness, and Flexibility
Chapter 5: Creating Worldwide Innovation and Learning: Exploiting Cross Border Knowledge Management
Chapter 6: Engaging in Cross Border Collaboration: Managing across Corporate Boundaries
Part III: The Managerial Implications
Chapter 7: Implementing the Strategy: Building Multidimensional Capabilities
Chapter 8: The Future of the Transnational: An Evolving Global Role

International Edition

INTERNATIONAL MANAGEMENT
Text and Cases, 5th Edition
By Paul W. Beamish and Allen J. Morrison of University of Western Ontario, Philip M. Rosencweig, IMD and Andrew Inkpen, American Graduate School of International Management
2003 / 752 pages
ISBN: 978-0-07-297538-3 (with PowerWeb)
http://www.mhhe.com/beamish5e

CONTENTS
Part I: TEXT
1. The Internationalization Process
2. The Global Business Environment
3. The World of International Trade
4. Managing Export Operations
5. Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces
6. Licensing
7. The Design and Management of International Joint Ventures
8. International Strategy Formulation
9. The Impact of Globalization on the Organization of Activities
10. The Evolving Multinational
11. The Global Manager
12. Managing International Government Relations
13. Global Leadership
14. Ethics
15. Managing the Global Workforce
Part II: CASES ON INTERNATIONALIZATION
16. The Global Branding of Stella Artois
17. Sesame Workshop and International Growth
18. Where Have You Been? An Exercise to Assess Your Exposure to the Rest of the World’s Peoples
19. MTN: Inventing in Africa
20. The Chinese Fireworks Industry
21. Swatch and the Global Watch Industry
22. Selkirk Group in Asia
24. Intel’s Site Selection Decision in Latin America
25. Cameron Auto Parts (A): Revised
26. Time Warner Inc. and the ORC Patents
27. GM and AvtoVAZ of Russia
28. Nora-Sakari: A Proposed Joint Venture in Malaysia
29. Euro-Air(A) Part III: MULTINATIONAL MANAGEMENT
30. Samsung China: The Introduction of Color TV
31. Dubai Aluminum (A)
32. Quest Foods Asia Pacific and the CRM Initiative
33. Blue Ridge Spain
34. Meridian Magnesium: International Technology Transfer
35. Honeywell Inc. and Global Research and Development
36. Whirlpool Corporation’s Global Strategy
37. Bristol Compressors, Asia-Pacific 38. Larson in Nigeria
39. HCM Beverage Company
40. Enron and the Dabhol Power Company -new
41. Crisis at Renault: The Vilvoorde Plant closing (A)
42. Global Enterprises, Inc.
43. Steve Parker and the SA-Tech Venture (A)
44. Sicom GmbH and CD Piracy
45. DSL de Mexico S.A. de C.V. (A)
46. Staffing Foreign Expansion: Rentsch Enters Poland 47. Matubochi Motor Co., Ltd.
MANAGING THE GLOBAL CORPORATION
Case Studies in Strategy and Management, 2nd Edition
By Jose De La Torre, University of California and Yves L Doz, Insead and Timothy Denver, Australian Graduate School of Management, University of New South Wales
2001 / 608 pages
ISBN: 978-0-07-234798-2 (Out of Print)
www.mhhe.com/more

CONTENTS
Section I Introduction
Section II Global Competitive Strategies in Transition
Unit 1. From International to Global Competition
Unit 2. Competitive Moves in Global/Local Industries
Unit 3 Global Competition in Fragmented Sectors
Unit 4 Global Expansion in Service Industries
Unit 5 Global Strategy in Smaller and/or Entrepreneurial Firms

Section III Managing the Globalization Process
Unit 6 The Need for Competitive Innovation and Protection
Unit 7 Dealing with Governments as Customers and Partners
Unit 8 Entry Strategies and Political Risks
Unit 9 Alliances, Partnerships and Acquisitions
Unit 10 Network Organizations

Section IV. Managing Global Operations
Unit 11 Managing the Global Marketing Function
Unit 12 Managing the Global Finance Function
Unit 13 Managing the Global Manufacturing, Logistics and Plant Location
Unit 14 Managing Research, Knowledge and New Product Development
Unit 15 Managing People in the Global Economy

Section V Organization and Strategic Redirection

DUBAI & CO
Global Strategies for Doing Business in the Gulf States
By Aamir A Rehman
2008 / 288 pages
ISBN: 978-0-07-149413-7
A Professional Reference Title

Dubai has been called “the fastest growing city on earth” and is on the verge of eclipsing other emerging world markets with real estate, investing, technology, shipping, and oil deals estimated to earn in the high-billions. In Dubai & Co., HSBC’s former Global Head of Strategy brings you his extraordinary knowledge and market insights concerning the United Arab Emirates, in particular, Dubai, giving you winning approaches for integrating this region into your overall business strategy. Rehman takes a “follow the money” approach that takes into account the promises and challenges of pursuing business opportunities in GCC.

CONTENTS
PART 1: UNDERSTANDING THE OPPORTUNITY
1. Lines in the Sand: The GCC in the Broader Middle East
2. Think Again: Addressing Misconceptions About the GCC
3. Here to Stay: GCC Market Attractiveness and Risks
4. Silicon from Sand: Essential Background on the GCC
PART TWO: DEVELOPING CORPORATE STRATEGIES
5. A Piece of the Action: Strategies for Entering the GCC Market
6. Making Your Pitch: Marketing to GCC Buyers
7. Building Your Team: Human Capital Strategies for the GCC
8. Capable Capital: The GCC as a Source of Capital

NEW TO THIS EDITION
• Chapter 5 on “Corporate Social Responsibility,” is extensively revised to incorporate new international developments, specifically, the rise of new global norms, civil regulation, soft law, and multistakeholder initiatives. This reflects a significant evolution in the worldwide practice of CSR.
• Chapter 6, on “Implementing Corporate Social Responsibility,” is extensively revised to focus more on management processes for carrying out social responsibility strategies. It introduces a new model process for CSR.
• Chapter 7, on “Business Ethics,” updates students on the criminal prosecution of executives involved in turn-of-the-century frauds. It also includes a new, extended discussion about the ethical dimensions of corporate culture.
• Chapter 10, on “Regulating Business,” is a new chapter that combines material from two chapters in previous editions. It focuses more on current regulatory issues and less on the history and constitutional basis of regulation than previously.
• Chapter 11, on “Multinational Corporations,” is a fundamentally new chapter that focuses on the impact of MNC investments in emerging economies and on international codes intended to regulate their activities.
Chapters 13 and 14, the two chapters on business and the environment, are extensively revised to accommodate advances in scientific understanding about ecosystems and global warming. Chapter 14 features a new, extended discussion of emissions trading and carbon markets.

Chapter 18, on “Corporate Governance,” is heavily revised to better explain evolving interrelationships of share owners, management, and boards of directors.

There are seven new chapter opening stories. Like many retained chapter openers, these raise issues and can be used as short case studies.

There are three new end-of-chapter case studies: “David and Goliath at the WTO” tells how the tiny island nation of Antigua and Barbuda challenged the United States in the World Trade Organization; “Harvesting Risk” is about a pesticide manufacturer in Los Angeles with a distinctive strategy. It buys older and more dangerous pesticides from big agrochemical companies that no longer want them. Then it sells them in niche markets where they are still legal; and “The Hewlett-Packard Pretexting Scandal,” invites discussion of leaks and dysfunction on Hewlett-Packard’s board of directors.

In response to reviewer feedback, historical material in the new edition is reduced. No new historical sections are added. So the emphasis is more on current events.

CONTENTS
1. The Study of Business, Government, and Society
2. The Dynamic Environment
3. Business Power
4. Critics of Business
5. Corporate Social Responsibility
6. Implementing Corporate Social Responsibility
7. Business Ethics
8. Making Ethical Decisions in Business
9. Business in Politics
10. Regulation of Business
11. Multinational Corporations
12. Globalization
13. Industrial Pollution and Environmental Policy
14. Managing Environmental Quality
15. Consumerism
16. The Changing Workplace
17. Civil Rights in the Workplace
18. Corporate Governance

NEW to this edition

The text is thoroughly revised with updated cases, opening vignettes, and footnotes to reflect the dynamic landscape of corporate citizenship.

Chapter One includes a new section on stakeholder responsibility; there is also more coverage in the corporate responsibility and citizenship section.

Chapter Three deleted the section on Organizations and Moral Development and replaced it with a new section called Stages of Corporate Citizen. A new case on IBM is also new to this chapter.

Chapter Eight added a new section on Social Entrepreneurship and the Bottom of the Pyramid Strategies, and a new section on Global Core Principles of Corporate Governance.

Chapter 11 added new sections called “A Knowledge Economy,” “Global Fractures,” “World Café,” and “Appreciative Inquiry.”

The final chapter has a new section called Corporation 2020: Looking toward a Sustainable Future.

CONTENTS

Part I. A Context for Leading Corporate Citizens
Chapter 1. Leading Corporate Citizenship: Vision, Values, Value Added

Part 2. Leading Corporate Citizenship: Vision, Values, Value Added
Chapter 2. The Three Spheres of Human Civilization
Chapter 3. Personal and Organization Vision
Chapter 4. Values in Management Practice: Operating with Integrity
Chapter 5. Value Added: The Impact of Vision and Values

Part 3. Leading Corporate Citizens and Their Stakeholders
Chapter 6. Stakeholders: The Relationship Key
Chapter 7. Managing Responsibility and Corporate Citizenship
Chapter 8. Investment and Assessment for Corporate Citizenship
Chapter 9. Sustainability and the Global Village

Part 4. Leading Corporate Citizens in the Future
Chapter 10. Global Standards/Global Village
Chapter 11. Values Added: Global Futures
Chapter 12. Leading Global Futures: The Emerging Paradigm of Leading Corporate Citizenship
BUSINESS AND SOCIETY: Stakeholder Relations, Ethics and Public Policy by Lawrence and Weber has continued through several successful author teams to be the market-leader in its field. BUSINESS AND SOCIETY, 12e highlights why government regulation is sometimes required as well as new models of business-community collaboration. The authors believe that businesses have social (as well as economic) responsibilities to society; that business and government both have important roles to play in the modern economy; and that ethics and integrity are essential to personal fulfillment and to business success. In addition, this textbook has long been popular with students because of its lively writing, up-to-date examples, and clear explanations of theory.

CONTENTS

PART ONE The Corporation in Society
1. The Corporation and Its Stakeholders
2. Managing Public Issues

PART TWO Business and the Social Environment
3. Corporate Social Responsibility
4. Global Corporate Citizenship
5. Ethics & Ethical Reasoning
6. Organizational Ethics & the Law

PART THREE Business and the Ethical Environment
7. The Challenges of Globalization
8. Business–Government Relations
9. Influencing the Political Environment
10. Antitrust, Mergers, and Competition Policy

PART FOUR Business and Government in a Global Society
11. Ecology and Sustainable Development in Global Business
12. Managing Environmental Issues

PART FIVE The Corporation and the Natural Environment
14. Managing Technological Challenges

PART SIX Business and Technological Change
15. Stockholder Rights and Corporate Governance
16. Consumer Protection
17. The Community and the Corporation
18. Employees and the Corporation
19. Managing a Diverse Workforce
20. Business and the Media

CASE STUDIES The Collapse of Enron / Odwalla, Inc. and the E. Coli Outbreak / Merck, the FDA, and Vioxx / Kimpton Hotels' EarthCare Program / Johnson & Johnson and the Human Life International / Shareholder Proposal / GlaxoSmithKline and AIDS Drugs for Africa / Nike's Dispute with the University of Oregon / Shell Oil in Nigeria / The Transformation of Shell

NEW BUSINESS ETHICS 2nd Edition
By Andrew W Ghillyer, Argosy University -Tampa
2010 (March 2009) / 320 pages
ISBN: 978-0-07-337710-0

This book provides assistance to employees by taking a journey through the challenging world of business ethics at the ground level of the organization rather than flying through the abstract concepts and philosophical arguments at the treetop level. By examining issues and scenarios that relate directly to their work environment (and their degree of autonomy in that environment), employees can develop a clearer sense of how their corporate code of ethics relates to operational decisions made on a daily basis.

NEW TO THIS EDITION
✓ New! Revised design and new illustrations help visual learners understand key theories and concepts and provide more applications.

NEW ANNUAL EDITIONS: BUSINESS ETHICS 09/10
21th Edition
By John E Richardson, Pepperdine University-Los Angeles
2010 (February 2009) / 224 pages
ISBN: 978-0-07-352855-7
McGraw-Hill Dushkin Title

Annual Editions is a series of over 65 volumes, each designed to provide convenient, inexpensive access to a wide range of current articles from some of the most respected magazines, newspapers, and journals published today. Annual Editions are updated on a regular basis through a continuous monitoring of over 300 periodical sources. The articles selected are authored by prominent scholars, researchers, and commentators writing for a general audience. The Annual Editions volumes have a number of common organizational features designed to make them particularly useful in the classroom: a general introduction; an annotated table of contents; a topic guide; an annotated listing of selected World Wide Web sites; and a brief overview for each section. Each volume also offers an online Instructor’s Resource Guide with testing materials. Using Annual Editions in the Classroom is the general instructor’s guide for our popular Annual Editions series and is available in print (0073301906) or online. Visit www.mhcls.com for more details.

NEW TO THIS EDITION
CONTENTS

Preface
Correlation Guide
Topic Guide
Internet References

Unit 1: Ethics, Values, And Social Responsibility In Business
1. Thinking Ethically: A Framework for Moral Decision Making
2. Create a Culture of Trust
3. Business Ethics: Back to Basic
4. Building an Ethical Framework
5. Ethical Leadership
6. Truth or Consequences: The Organizational Importance of Honesty
7. How to Make Unethical Decisions
8. Best Resources for Corporate Social Responsibility

Unit 2: Ethical Issues And Dilemmas In The Workplace
9. Your Privacy For Sale
11. Are You Too Family Friendly?
12. Con Artists’ Old Tricks
13. Help! Somebody Save Our Files! How to Handle and Prevent the Most Common Data Disasters
14. ID Thieves Find a Niche in Online Social Networks
15. Gender Issues
16. Toyota’s Sex-Harassment Lawsuit Could Set Standard
17. Hiring Older Workers
18. The War Over Unconscious Bias
19. Reflecting on Downsizing: What Have Managers Learned?
20. Fear of Firing
21. Whistleblowing in the Organization
22. Learning to Love Whistleblowers
23. On Witnessing a Fraud
24. His Most Trusted Employee Was a Thief
25. Erasing ‘Un’ From ‘Unemployable’,
26. The Parable of the Sadhu
27. The Ethics of Edits: When a Crook Changes the Contract

Unit 3: Business And Society: Contemporary Ethical Social, And Environmental Issues
28. Trust in the Marketplace
29. Businesses Grow More Socially Conscious
30. Survey: Unethical Behavior Unreported
31. Congress Stops Playing Games with Toy Safety
32. Contemporary Ethical Issues
33. Women and the Labyrinth of Leadership
34. Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products
35. The New E-Spionage Threat, Brian Grow
36. Global Ethics
37. Global Diversity: The Next Frontier
38. Trouble In Toyland
39. Cracks in a Particularly Thick Glass Ceiling
40. How Barbie Is Making Business a Little Better

Unit 4: Ethics And Social Responsibility In The Marketplace
41. Marketing, Consumers and Technology; Perspectives for Enhancing Ethical Transactions
42. Serving Unfair Customers
43. Dirty Deeds
44. Searching for the Top
45. A Word for Older Job-Seekers: Retail
46. Psssssst! Have You Tasted This?

Unit 5: Developing The Future Ethos And Social Responsibility Of Business
47. Creating An Ethical Culture
48. Hiring Character
49. The True Measure of a CEO
50. Green Is Good

Test Your Knowledge Form
Article Rating Form

AN INTRODUCTION TO BUSINESS ETHICS
3rd Edition

By Joseph DesJardins, College of Saint Benedict

2009 (April 2008) / 304 pages
ISBN: 978-0-07-338658-4

www.mhhe.com/desjardins3e

Since its inception An Introduction to Business Ethics, by Joseph DesJardins has been a cutting-edge resource for the business ethics course. Desjardins’s unique approach encompasses all that an introductory business ethics course is, from a multidisciplinary perspective. It offers critical analysis and integrated perspective of philosophy with management, law, economics, and public policy.

NEW TO THIS EDITION

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CONTENTS

Chapter One: Why Study Ethics?
Chapter Objectives
Discussion Case: Enron
Discussion Questions
1.1 Why Study Business Ethics?
1.2 Values and Ethics: Doing Good and Doing Well
1.3 The Nature and Goals of Business Ethics
1.4 Business Ethics and the Law
1.5 Ethics and Ethos
1.6 Morality, Virtues, and Social Ethics
1.7 Ethical Perspectives: Managers and Other Stakeholders
Reflections on the Chapter Discussion Case
Review Questions

Chapter Two: Ethical Theory and Business
Chapter Objectives
Discussion Case: Enron
Discussion Questions
2.1 Introduction
2.2 Ethical Relativism and Reasoning in Ethics
2.3 Psychological Egoism
2.4 Modern Ethical Theory: Utilitarian Ethics
2.5 Challenges to Utilitarianism
2.6 Utilitarianism and Business Policy
2.7 Deontological Ethics
2.8 Virtue Ethics
2.9 Summary and Review
Reflections on the Chapter Discussion Case
Review Questions

Chapter Three: Corporate Social Responsibility
Chapter Objectives
Discussion Case: Wal-Mart
Discussion Questions
3.1 Introduction
3.2 The Classical Model of Corporate Social Responsibility
3.3 Critical Assessment of the Classical Model: The Utilitarian Defense
3.4 Critical Assessment of the Classical Model: The Private Property Defense
3.5 Modified Version of the Classical Model: The Moral Minimum
3.6 The Stakeholder Theory
3.7 Summary and Review
Reflections on the Chapter Discussion Case
Review Questions

Chapter Four: The Meaning and Value of Work
Chapter Objectives
Discussion Case: Great Jobs and Meaningful Jobs
Discussion Questions
4.1 Introduction
4.2 The Meanings of Work
4.3 The Value of Work
4.4 Conventional Views of Work
4.5 The Human Fulfillment Model
4.6 The Liberal Model of Work
4.7 Business’ Responsibility for Meaningful Work
4.8 Summary and Review
Reflections on the Chapter Discussion Case
Review Questions

Chapter Five: Moral Rights in the Workplace
Chapter Objectives
Discussion Case: Employee Rights and Wrongs
Discussion Questions
5.1 Introduction: Employee Rights
5.2 The Right to Work
5.3 Employment at Will
5.4 Due Process in the Workplace
5.5 Participation Rights
5.6 Employee Health and Safety
5.7 Privacy in the Workplace
Reflections on the Chapter Discussion Case
Review Questions

Chapter Six: Employee Responsibilities
Chapter Objectives
Discussion Case: Professional and Managerial Responsibility at Enron and Arthur Andersen
Discussion Questions
6.1 Introduction
6.2 The Narrow View of Employee Responsibilities: Employee as Agents
6.3 Professional Ethics and the Gatekeeper Function
6.4 Managerial Responsibility and Conflicts of Interests
6.5 Trust and Loyalty in the Workplace
6.6 Responsibilities to Third Parties: Honesty, Whistleblowing, and Insider Trading
Honesty
Whistleblowing
Insider Trading
Reflections on the Chapter Discussion Case
Review Questions
International Edition

BUSINESS ETHICS
By Andrew Gillier, Argosy University Tampa
2008 (December 2006) / 448 pages
http://mhhe.com/gillier1e

This book provides assistance to employees by taking a journey through the challenging world of business ethics at the ground level of the organization rather than flying through the abstract concepts and philosophical arguments at the treetop level. By examining issues and scenarios that relate directly to their work environment (and their degree of autonomy in that environment), employees can develop a clearer sense of how their corporate code of ethics relates to operational decisions made on a daily basis.

CONTENTS
Section I: Defining Business Ethics
Chapter 1: Understanding Ethics
Chapter 2: Defining Business Ethics
Section II: The Practice Of Business Ethics
Chapter 3: Organizational Ethics
Chapter 4: Corporate Social Responsibility
Chapter 5: Corporate Governance
Chapter 6: The Role Of Government
Chapter 7: Blowing The Whistle
Chapter 8: Ethics & Technology
Section III: The Future Of Business Ethics
Chapter 9: Ethics & Globalization
Chapter 10: Making It Stick: Doing What's Right
Appendix

International Edition

BUSINESS ETHICS
Decision-Making for Personal Integrity and Social Responsibility
By Laura Hartman, DePaul University and Joseph DesJardins, College of St Benedict
2008 (March 2007) / 512 pages
ISBN: 978-0-07-313686-8
ISBN: 978-0-07-126460-0 [IE]
http://www.mhhe.com/abusethics

Hartman/DesJardins Business Ethics is designed to prepare the student to apply an ethical decision-making model, not only in this ethics course but throughout her or his business discipline. This model teaches students ethical skills, vocabulary, and tools to apply in everyday business decisions and throughout their business courses. The authors speak in a sophisticated yet accessible manner while teaching the fundamentals of business ethics. Hartman’s professional background in law and her teaching experience in business curriculums, combined with DesJardins’ background in philosophy results in a broad language, ideal for this approach and market. The authors’ goal is to engage the student by focusing on cases and business scenarios that students already find interesting. Students are then asked to look at the issues from an ethical perspective. Additionally, its focus on AACSB requirements makes it a comprehensive business ethics text for business school courses.

CONTENTS
1. Ethics and Business
2. Ethical Decision-Making: Personal and Professional Contexts
3. Philosophical Ethics and Business
4. The Corporate Culture: Impact and Implications
5. Corporate Social Responsibility
6. Ethical Decision-Making: Employer Responsibilities and Employee Rights
7. Ethical Decision-Making: Technology and Privacy in the Workplace
8. Ethics and Marketing
9. Business, the Environment and Sustainability
10. Ethical Decision-Making: Corporate Governance, Accounting, and Finance

International Edition

THE ETHICS OF MANAGEMENT
6th Edition
By La Rue Tone Hosmer, University of Michigan-Ann Arbor
2008 (October 2007) / 204 pages
ISBN: 978-0-07-126356-6 [IE]
http://www.mhhe.com/hosmer6e

It is often said that ethics is essential for leadership; Hosmer argues that leadership is also essential for ethics. The theme of The Ethics of Management, Sixth Edition, is that business firms today operate in a competitively intense, technologically complex and culturally diverse global economy. Pressures to dodge issues and cut corners are greater than ever before. The Ethics of Management by LaRue Hosmer provides a very explicit three-part framework to analyze those problems by combining economic outcomes, legal requirements and ethical principles. Students will learn how to convincingly present their moral point of view to others in order to jointly serve their companies, protect their careers, and improve their societies.

CONTENTS
Chapter 1: Moral Problems in Business Management
Chapter 2: Moral Analysis and Economic Outcomes
Chapter 3: Moral Analysis and Legal Requirements
Chapter 4: Moral Analysis and Ethical Duties
Chapter 5: Why Should a Business Manager Be Moral?
Chapter 6: How Can A Business Organization be Made Moral?

TAKING SIDES: CLASHING VIEWS IN BUSINESS ETHICS AND SOCIETY
10th Edition
By Lisa Newton and Maureen Ford of Fairfi eld University
2008 (October 2007) / 432 pages
ISBN: 978-0-07-352727-7
Website: http://www.mhcls.com/text-data/catalog/0073527270.mhtml

This Tenth Edition of TAKING SIDES: CLASHING VIEWS IN BUSINESS ETHICS AND SOCIETY presents current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with an issue summary, an issue introduction, and a postscript. An instructor’s manual with testing material is available for each volume. USING TAKING SIDES WITH THE CLASSROOM is also an excellent instructor resource with practical suggestions on incorporating this effective approach in the classroom. Each TAKING SIDES reader features an annotated listing of selected World Wide Web sites and is supported by our student website, www.mhcls.com/online.

CONTENTS
PART 1 CAPITALISM AND THE CORPORATION
Issue 1. The Classic Dialogue: Can Capitalism Lead to Human Happiness?
Issue 2. Can Restructuring a Corporation’s Rules Make a Moral Difference?
Issue 3. Should Corporations Adopt Policies of Corporate Social Responsibility?
Issue 4. Is it a Mistake to Urge Corporate Managers to Be Moral?
PART 2 CURRENT BUSINESS ISSUES

спектрета
Issue 5. Is Privatizing Social Security Good Business?
Issue 6. Should the States Regulate Appropriate Business Behavior?
Issue 7. Is Wal-Mart a Good Model for Retail Sales?
Issue 8. Does the Enron Collapse Show That We Need More Regulation of the Energy Industry?

PART 3 HUMAN RESOURCES: THE CORPORATION AND EMPLOYEES
Issue 9. Does Blowing the Whistle Violate Company Loyalty?
Issue 10. Is Employer Monitoring of Employee E-Mail Justified?
Issue 11. Is “Employment-At-Will” Good Social Policy?
Issue 12. Is CEO Compensation Justified by Performance?

PART 4 CONSUMER ISSUES
Issue 13. Are Marketing and Advertising Fundamentally Exploitative?
Issue 14. Is Direct-to-Consumer Advertising of Pharmaceuticals Bad for Our Health?
Issue 15. Was Ford to Blame in the Pinto Case?
Issue 16. Should We Require Labeling for Genetically Modified Food?

PART 5 GLOBAL OBJECTIVES
Issue 17. Are Multinational Corporations Free from Moral Obligation?
Issue 18. Should Patenting Life Be Forbidden?

PART 6 ENVIRONMENTAL POLICY AND CORPORATE RESPONSIBILITY
Issue 19. Do Environmental Restrictions Violate Basic Economic Freedoms?
Issue 20. Is Bottling Water a Good Solution to Problems of Water Purity and Availability?
Issue 21. Should the World Continue to Rely on Oil as a Major Source of Energy?

PERSONAL DEVELOPMENT AND MANAGEMENT SKILLS
By Chris Routledge and Jan Carmichael
2007 (November 2007) / 218 pages
ISBN: 978-1-843-98148-0

McGraw-Hill UK Title

Personal Development and Management Skills focuses on the learning processes that underpin skills development, whether personal, professional or management skills. Written in an engaging and accessible way, this text provides a framework that can be used in different situations to facilitate a wide range of skills. It is a practical book, informed by both professional practice and academic research. This is an essential text, ideal for anyone studying personal or professional development or management skills as part of Business and Management degrees and MBAs. Each chapter includes sample exercises which will enable you to get involved, test out ideas and personalise the skills development process for yourself. Other features to enhance learning include objectives, summaries, points for thought, further reading and resources, case studies and examples.

CONTENTS
Introduction
SECTION 1 THE PROCESS
Background to ADAX
Awareness
Decision Making
Action
Excellence
SECTION 2 CRITICAL VARIABLES
Experiential learning
The Brain and Skill Development
State: A prerequisite for skill development
Role of the Senses in Skill Development
Personal Characteristics in Skill Development
Summary and Conclusion
Appendix: Framework of management skills

BUSINESS ETHICS
A Global and Managerial Perspective, 2nd Edition
By David J Fritzche, Pennsylvania State University - Malvern
2005 / 240 pages
ISBN: 978-0-07-249690-1 (Out of Print)

CONTENTS
2. The Importance Of Ethics In Business
3. Moral Standards
4. Ethics And Decision Making
5. The Empirical Evidence
6. Making Moral Decisions
7. Ethics In Practice
Appendix A United States Bill Of Rights
Appendix B Universal Declaration Of Human Rights

PERSPECTIVES IN BUSINESS ETHICS
3rd Edition
By Laura Hartman, DePaul University
2005 / 816 pages
ISBN: 978-0-07-123826-7 [IE]

CONTENTS
Part One: Ethical Theories and Approaches
1: Traditional Theories
2: Ethical Analysis and Application - Corporate and Personal Decision-Making
3: Corporate Ethical Leadership: Corporate Culture and Reputation Management
4: Ethics and Corporate Social Responsibility
Part Two: Ethics in The Business Disciplines
7: Ethics in Finance and Accountancy
8: Ethical Implications of Technology
ABOVE THE BOARD
How Ethical CEOs Create Honest Corporation
By Patrizia Porrini, Lorene Hiris and Gina Poncini
2009 (August 2008) / 240 pages
A Professional Reference Title
In the wake of the Enron and Hewlett-Packard scandals, many top executives have seized on the fact that corporate ethics is an indispensable component of corporate survival and long-term viability. In Above the Board, the authors describe how a select group of CEOs have built ethics into the very foundations of their organizations. Through extensive field research, they reveal how these leaders have significantly contributed to their organization’s corporate value by reinforcing their stance among shareholders, stakeholders, and customers.

CONTENTS
Chapter 1. Introducing the Ethical CEO
Chapter 2. Keeping history, traditions and values alive
Chapter 3. Facing Challenges
Chapter 4. Taking Tangible Steps
Chapter 5. Bringing Ethics to the Individual
Chapter 6. Spreading the Word Creatively
Chapter 7. Addressing Industry-related Issues
Chapter 8. Looking Forward
Ch. 9 Making Ethics Contagious

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Website: www.mheducation.asia
NEW TO THIS EDITION

- Chapter 1, Introduction—Stories of Change, includes additional material on post-merger and staff reductions.
- Chapter 3, Why Organizations Change, includes updated material on Mandated Pressures and Growth Pressures, as well as material on Geopolitical Pressures, Organizational Learning versus Threat-Rigidity and New Broom Pressures; updated material on Market Decline Pressures and Hypercompetition Pressures; There is a new section called Bridging (adapting) versus Buffering (shielding). New material has also been added to the Case Study.
- Chapter 4, What Changes in Organizations, updated and added material on transformational change and downsizing. There is a new section called “Revisiting downsizing, technological change and mergers and acquisitions: how fast?”
- Chapter 7 is now called Implementing Change: Organization Development, Appreciative Inquiry, and Sense-Making Approaches. There is a revised section on Engaging in Large-Scale Change. A new section called The Emergence of Positive Organizational Scholarship (POS) has also been added. There is also new material and a table called Appreciative Inquiry at Roadway Express.
- Chapter 8, Implementing Change, includes new material to Change Management Approaches, OD—Change Management Debates and What Does Managing Change Mean from a Processual Approach.
- Chapter 12 is now called Sustaining Change
- References and footnotes have been updated in every chapter

CONTENTS

Chapter 1 Introduction: Stories of Change
Chapter 2 Images of Managing Change
Chapter 3 Why Organizations Change
Chapter 4 What Changes in Organizations
Chapter 5 Diagnosis for Change
Chapter 6 Resistance to Change
Chapter 7 Implementing Change: Organization Development, Appreciative Inquiry, and Sense-making Approaches
Chapter 8 Implementing Change: Change Management, Contingency and Processual Approaches
Chapter 9 Linking Vision and Change
Chapter 10 Strategies for Communicating Change
Chapter 11 Skills for Communicating Change
Chapter 12 Consolidating Change
Leadership: Enhancing the Lessons of Experience, 6th Edition

By Richard Hughes and Robert Ginnett of Center for Creative Leadership and Gordon Curphy

2009 (January 2008) / 720 pages
ISBN: 978-0-07-126359-7 [IE]

http://www.mhhe.com/hughes6e

Leadership: Enhancing the Lessons of Experience, 6/e consists of 13 chapters and three leadership skills sections integrated into the text. Authors Hughes, Ginnett, and Curphy draw upon three different types of literature—empirical studies; interesting anecdotes, stories and findings; and leadership skills—to create a text that is personally relevant, interesting, and scholarly. The authors’ unique quest for a careful balancing act of leadership materials helps students apply theory and research to their real-life experiences. The Sixth Edition has been thoroughly updated in virtually every chapter.

NEW TO THIS EDITION

- Improved Organization. The material on Leadership Skills has been better integrated into the logical flow of the chapters. There is a set of skills at the end of Part II (Focus on the Leader); another at the end of Part III (Focus on the Followers); and a final set at the end of Part IV (Focus on the Situation). This makes it easier for both students and instructors to link Skills readings and assignments to the respective parts of the book’s leadership framework.

- More Applications and Highlights of Real Leaders: The authors have added new “Profiles in Leadership” that feature individuals whose leadership exemplifies some interesting aspect of the chapter’s content. This includes leaders such as Steve Jobs, Oprah Winfrey, Gandhi, etc. Each chapter includes several “Profiles.” The Highlights in each chapter have been reviewed and updated from previous editions.

- Thoroughly updated based on reviewer feedback as well as developing knowledge: Chapter 4 (Assessing Leadership and Measuring Its Effects) has been substantially revised to make this material more accessible and important to students, including a completely new introduction to the chapter as well as a provocative new section on managerial incompetence. Chapter 10 (Groups, Teams, and Their Leadership) has been revised with the usage of The Team Leadership Model, a major refinement of the model used in previous editions. Chapter 6 (Leadership and Values) includes a new section on positive forms of leadership, including servant leadership and authentic leadership; and the First Chapter has a new section on the ideas of Ron Heifetz concerning adaptive leadership.

- Documentation has been moved to chapter end notes rather than the parenthetical documentation from previous editions. This was done to enhance readability.

CONTENTS

PART ONE: LEADERSHIP IS A PROCESS, NOT A POSITION
Chapter 1 – Leadership is Everyone’s Business
Chapter 2 – Leadership Involves an Interaction between the Leader, the Followers and the Situation
Chapter 3 – Leadership is Developed through Education and Experience
Chapter 4 – Assessing Leadership and Measuring Its Effects

PART TWO: FOCUS ON THE LEADER
Chapter 5 – Power and Influence
Chapter 6 – Leadership and Values
Chapter 7 – Leadership Traits
Chapter 8 – Leadership Behavior
Part Two Leadership Skills
  • Learning from experience
  • Communication
  • Listening
  • Assertiveness
  • Guidelines for effective stress management
  • Building technical competence
  • Building effective relationships with superiors
  • Building effective relationships with peers
  • Building Credibility

PART THREE: FOCUS ON THE FOLLOWERS
Chapter 9 – Motivation, Satisfaction and Performance
Chapter 10 – Groups, Teams and Their Leadership
Part Three Leadership Skills
  • Providing constructive feedback
  • Punishment
  • Delegating
  • Team building for work teams
  • Building high performance teams: the rocket model
  • Development planning
  • Coaching
  • Empowerment

PART FOUR: FOCUS ON THE SITUATION
Chapter 11 – Characteristics of the Situation
Chapter 12 – Contingency Theories of Leadership
Chapter 13 – Leadership and Change
Part Four Leadership Skills
  • Setting Goals
  • Conducting Meetings
  • Managing Conflict
  • Negotiation
  • Problem Solving
  • Improving Creativity
  • Diagnosing Performance Problems in Individuals, Groups and Organizations
  • Team Building at the Top
THE ART OF LEADERSHIP
3rd Edition
By George Manning and Kent Curtis of Northern Kentucky University

2009 (September 2008) / 432 pages
ISBN: 978-0-07-338135-0
ISBN: 978-0-07-127628-3 [IE]

www.mhhe.com/manning3e

The Art of Leadership uses a highly interactive approach to explore Leadership Development. By blending behavior theory, practical application, and personalized learning, students are encouraged to develop their full potential as a leader and to become the kind of leader they always wanted to have. The book can be described as more than just a textbook. Rather, it is a “learning” book which actively involves the reader in the learning process. The text’s applied approach combines behavior theory with business practice, as each chapter focuses on central concepts and skills in an important area of leadership development. The book is made more valuable and the impact is made greater by the self-evaluation questionnaires and practical exercises that are used for personal development and class involvement. In this way, readers are equipped to engage with all that the text offers. The Art of Leadership retains the most popular topics and exercises of the previous edition and adds timely subjects and new activities to make the book fresh, alive, and interesting for leaders in today’s workplace. It teaches concepts, principles, and skills of leadership in a way that is appropriate for both new and experienced leaders, as well as for the everyday person who must influence others to get things done.

NEW TO THIS EDITION

- Part I includes new material on Leadership Failure and Leadership Intelligence.
- Part 2 includes new concepts and tools related to Workplace Culture and Leadership Vision. Part 3 has new material on Leadership Ethics and Values.
- Part 4 contains new content on Quality Management and Civil Work Climate.
- Part 5 provides tools on the Measurement of Morale as well as content on Virtual Leadership and Leading Teams.
- Cross Cultural Leadership, Women in Leadership, and Generational Differences are presented in Part 6.
- Part 7 has new material on Personality and Leadership.
- Part 8 features new tools and concepts on Leading Change, Avoiding Burnout, and Leadership Coaching.
- Part 9 includes new material on Performance Management, Person-Position Fit, and Sustaining Discipline.
- Each Part concludes with video cases and discussion sections, based on specific videos on the Organizational Behavior Video DVD, Volume I.

CONTENTS

1. The Importance of Leadership: Setting the Stage
2. The Leadership Equation
3. Leadership Qualities

4. Characteristics of Followers
5. Situational Factors
6. The Power of Vision
7. The Motive to Lead
8. Organizational Climate
9. Leadership Ethics
10. The Role of Values
11. Ethics at Work
12. Leadership Authority
13. Empowerment in the Workplace
14. The Quality Imperative
15. Effective Leadership
16. Human Relations
17. The Team Concept
18. Human Behavior
19. The Art of Persuasion
20. The Diversity Challenge
21. Effective Delegation
22. How to Assign Work
23. The Role of Personality
24. The Leader as Teacher
25. Helping People Through Change
26. Burnout Prevention
27. Managing Performance
28. Professional Performance
29. Sustaining Discipline
30. The Road Ahead: Challenge and Charge

LEADING CORPORATE CITIZENS
Vision, Values, Value Added, 3rd Edition
By Sandra Waddock, Boston College

2009 (November 2008) / 408 pages
ISBN: 978-0-07-338152-7

http://www.mhhe.com/waddock3e

Leading Corporate Citizens, 3/e, explores the insight, vision, values, and learning that it takes to add enough values to a company so that it becomes a leading corporate citizen. This innovative text operates at three levels of leadership: individual, organizational, and societal. The premise is that businesses operate successfully in society when they respect and are responsible to stakeholders.

NEW TO THIS EDITION

- The text is thoroughly revised with updated cases, opening vignettes, and footnotes to reflect the dynamic landscape of corporate citizenship.
- Chapter One includes a new section on stakeholder responsibility; there is also more coverage in the corporate responsibility and citizenship section.
}* Chapter Three deleted the section on Organizations and Moral Development and replaced it with a new section called Stages of Corporate Citizen. A new case on IBM is also new to this chapter.

* Chapter Eight added a new section on Social Entrepreneurship and the Bottom of the Pyramid Strategies, and a new section on Global Core Principles of Corporate Governance.

* Chapter 11 added new sections called “A Knowledge Economy,” “Global Fractures,” “World Café,” and “Appreciative Inquiry.”

* The final chapter has a new section called Corporation 2020: Looking toward a Sustainable Future.

**CONTENTS**

Part I. A Context for Leading Corporate Citizens
Chapter 1. Leading Corporate Citizenship: Vision, Values, Value Added
Chapter 2. The Three Spheres of Human Civilization

Part II. Leading Corporate Citizenship: Vision, Values, Value Added
Chapter 3. Personal and Organization Vision
Chapter 4. Values in Management Practice: Operating with Integrity
Chapter 5. Value Added: The Impact of Vision and Values

Part III. Leading Corporate Citizens and Their Stakeholders
Chapter 6. Stakeholders: The Relationship Key
Chapter 7. Managing Responsibility and Corporate Citizenship
Chapter 8. Investment and Assessment for Corporate Citizenship
Chapter 9. Sustainability and the Global Village

Part IV. Leading Corporate Citizens in the Future
Chapter 10. Global Standards/GLOBAL Village
Chapter 11. Values Added: Global Futures
Chapter 12. Leading Global Futures: The Emerging Paradigm of Leading Corporate Citizenship

**LEADERSHIP COMMUNICATION**

*By Deborah Barrett, Rice University*

**2nd Edition**

2008 (February 2007) / 416 pages
ISBN: 978-0-07-340314-4

http://www.mhhe.com/barrett2e

The first edition of Leadership Communication was well received by students and instructors, and the second edition builds on that momentum. It continues to help current and potential managers become effective leaders by being better communicators. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders. It begins with chapters on the core communication skills of developing strategy, analyzing an audience, writing in all types of business genres, and designing and delivering effective PowerPoint presentations—all from a leadership perspective. Then, it takes students through chapters on emotional intelligence, cultural literacy, meeting management, and team leadership, before concluding with chapters on internal and external organizational communication.

**CONTENTS**

Introduction: What is Leadership Communication
Section One Core Leadership Communication
Chapter 1 Developing Leadership Communication Strategy
Chapter 2 Creating Effective Leadership Documents
Chapter 3 Using Language to Achieve a Leadership Purpose
Chapter 4 Developing and Delivering Leadership Presentations
Chapter 5 Using Graphics and PowerPoint for a Leadership Edge
Section Two Managerial Leadership Communication
Chapter 6 Developing Emotional Intelligence and Cultural Literacy to Strengthen Leadership Communication
Chapter 7 Leading Productive Management Meetings

Chapter 8 Building and Leading High-Performing Teams
Chapter 9 Establishing Leadership through Strategic Internal Communications
Chapter 10 Leading through Effective External Relations
Appendix

A Transition Words
B Successful Case Analysis and Discussion
C The Business of Grammar
D Usage Self-Assessment

**ROUNDTABLE VIEWPOINTS: ORGANIZATIONAL LEADERSHIP**

*By Joyce Huth Munro, American Association of Colleges for Teacher Education and Elaine Green, Chestnut Hill College*

2008 (February 2007) / 240 pages
ISBN: 978-0-07-352782-6
A McGraw-Hill/Dushkin Title

http://www.mhcls.com/text-data/catalog/0073527823.mhtml

Roundtable Viewpoints: Organizational Leadership Offers Varying Perspectives On Important Issues And Provides Readers With Balanced And Fair Coverage Of A Topic To Form Their Own Opinion Or To Support Their Research. This Reader Is Designed To Address A Number Of Different Issues Regarding Organizational Leadership. Each Issue Question Is Relevant To The Topic And Guides Readers Through The Readings. The Controversy And Different Views Among The Captivating Readings Is Readily Apparent To The Reader And Stimulates Discussion. The 3-5 Selections Per Issue Are Current, Culled From A Variety Of Sources, And Relate To The Most Popular Issues Surrounding The Topic. In Addition To The Issue Questions And Selections, Roundtable Viewpoints: Organizational Leadership Includes An Issue Introduction; Summary/overview; Highlights; Critical Thinking; Challenge Questions; And Additional Reading And/or Websites.

**CONTENTS**

Part 1 Contextual Issues in Organizational Leadership
Issue 1 What Are The Newest Approaches to Organizational Leadership?
Issue 2 Why is it Important for Leaders to Understand the Role of Social Responsibility in Organizations?
Issue 3 What Does it Take for an Organization to Act Ethically?
Issue 4 Does Organizational Culture Link to Success or Profitability?
Issue 5 How Can Leaders Capitalize On Diversity in the Workplace?
Issue 6 How Is Globalization Affecting Organizations Around the World?

Part 2 Operational Issues in Organizational Leadership
Issue 7 How Can a Systems Approach Help Organizational Leaders?
Issue 8 What Performance Measures Should an Organizational Leaders Consider Today?
Issue 9 Has Strategic Planning Been Left Behind?
Issue 10 How Will Organizations Function In The Future?
Leaders and the Leadership Process, 5e provides students with a collection of readings, self-assessments, case studies and experiential exercises on leadership intended to give students a feel for the breadth and richness of this study. The book is organized into two parts: Part One, divided into 15 chapters, presents a set of readings that will help students understand leaders and the leadership process. Part Two provides readers with additional opportunities to explore leaders and the leadership process via cases, incidents and exercises, which are intended to supplement the conceptual material. Leaders and the Leadership Process, 5e provides students with a sense of the complexity associated with leadership in organizations as well as an understanding of the pieces that serve to define leadership. Self-assessments, which begin most chapters of the book, encourage students to look at their own personal leadership style. The authors use this combination of readings, self-assessments, and applications to create a "leadership mosaic"—one that encourages students to examine the concepts, propositions, perspectives, and theories individually as it builds towards the student’s ultimate unique leadership mosaic.

CONTENTS

PART ONE READINGS – THE CONCEPTUAL AND EMPIRICAL LEADERSHIP LITERATURE
Chapter 1 Introduction to Leadership
Chapter 2 The Leader-Follower Relationship: Fairness, Trust, and Ethical Behavior
Chapter 3 Leaders and the Role of Personal Traits
Chapter 4 Leadership and the Role of Gender
Chapter 5 Leader Emergence: A Dynamic Process
Chapter 6 Leadership as an Influence Process
Chapter 7 Leadership and Leader Behaviors
Chapter 8 Leadership and Situational Differences
Chapter 9 Leadership in the Cross-cultural Context
Chapter 10 Followers and the Leadership Process
Chapter 11 Participative Leadership
Chapter 12 Substitutes for Leadership?
Chapter 13 Charismatic Leadership
Chapter 14 Transformational Leadership
Chapter 15 The Dark Side of Leadership
Epilogue –Does Leader Imposed Leadership Really Make a Difference? APPENDIX A Reading the Scientific Literature: A Tutorial

PART TWO BEYOND THE THEORY AND EMPIRICISM AND INTO THE PRACTICE OF LEADERSHIP

CRISIS LEADERSHIP NOW
A Real-World Guide to Preparing for Threats, Disaster, Sabotage, and Scandal
By Laurence Barton
2008 / 352 pages
ISBN: 978-0-07-159688-6
A Professional Reference Title

Have the plan to tackle and surmount any threat—from workplace violence to natural disasters to financial scandal. Written by the international authority on corporate crisis management, Crisis Leadership Now is the definitive guide for all senior and mid-level managers. From the death of 3,000 people at the Union Carbide plant in Bhopal, India, to storm conditions that almost destroyed JetBlue, Laurence Barton explores hundreds of crises that have occurred over the past two decades, and he shares important lessons in communicating with employees, shareholders, the media, and regulators. Barton details how successful companies embed crisis management into their DNA and shares proven tools that will help you identify problems before they blossom into nightmares. He includes detailed templates on managing a wide spectrum of threats that could harm your people, financial condition, and brand.
NEGOTIATION
6th Edition
By Roy Lewicki, Ohio State University, Bruce Barry, Vanderbilt University—Nashville and David Saunders, University of Calgary

2010 (February 2009) / 624 pages
ISBN: 978-0-07-338120-6

(Details unavailable at press time)

Negotiation is a critical skill needed for effective management. NEGOTIATION: READINGS EXERCISES, AND CASES, 5/e takes an experiential approach and explores the major concepts and theories of the psychology of bargaining and negotiation, and the dynamics of interpersonal and inter-group conflict and its resolution. It is relevant to a broad spectrum of management students, not only human resource management or industrial relations candidates. It contains approximately 50 readings, 32 exercises, 9 cases and 5 questionnaires.

CONTENTS
Section 1: Negotiation Fundamentals.
Section 2: Negotiation Subprocesses.
Section 3: Negotiation Contexts.
Section 4: Individual Differences.
Section 5: Negotiation across Cultures.
Section 6: Resolving Difference.
Section 7: Summary.
Exercises.
Cases.
Questionnaires
**NEGOTIATION**

5th Edition

By Roy Lewicki, Ohio State University, Bruce Barry, Vanderbilt University—Nashville and David Saunders, University of Calgary

2006 / 522 pages


http://www.mhhe.com/lewickinegotation

**CONTENTS**

1. The Nature of Negotiation
2. Strategy and Tactics of Distributive Bargaining
3. Strategy and Tactics of Integrative Negotiation
4. Negotiation Strategy and Planning
5. Perception, Cognition and Emotion
6. Communication
7. Finding and Using Negotiation Power
8. Influence
9. Ethics in Negotiation
10. Relationships in Negotiation
11. Audiences, Constituencies, Agents
12. Coalitions
13. Multiple Parties and Teams
14. Individual Differences I: Gender and Negotiation
15. Individual Differences II: Personality and Abilities
16. International and Cross-Cultural Negotiation
17. Managing Negotiation Impasses
18. Managing Negotiation Mismatches
19. Managing Difficult Negotiations: Third Party Approaches
20. Concluding Comments

**STRATEGIES FOR CROSS-CULTURAL NEGOTIATION**

By Tan Joo Seng and Elizabeth NK Lim

2004 / 228 pages

ISBN: 978-0-07-123478-8

An Asian Publication

This book is about strategic negotiation across cultures. It is written for negotiators and students of negotiation who seek to understand the principles and processes of cross-cultural negotiation and develop effective strategies for negotiating in different cultures. This book takes a completely different approach in the analysis of cross-border negotiations by examining the negotiations of U.S. multinational companies in three major economies in Asia: China, Japan, and India. Using a case study approach, the book presents an incisive analysis of the successes and failures in cross-cultural negotiations. Further, it provides valuable insights that will deepen negotiators’ understanding of cross-cultural negotiations as well as strengthen negotiators’ capability to deal with major issues in cross-cultural negotiations.

This book is designed to:

- present the strategies, techniques and dynamics of the negotiation process,
- elaborate on key cultural values and norms in China, Japan and India,
- draw key lessons on negotiating strategies in various cultures from detailed case studies,
- marry cross-cultural research framework and research findings with practitioners’ negotiating experience,
- present a F.R.A.M.E approach for cross-cultural analysis of negotiations with the Chinese, Japanese and Indians, and
- offer practical negotiation tips (the do’s and don’ts) for cross-cultural negotiation.

**HOW TO NEGOTIATE ANYTHING WITH ANYONE ANYWHERE AROUND THE WORLD**

3rd Edition

By Frank Acuff

2008 (March 2008) / 320 pages

ISBN: 978-0-8144-8066-3

A Professional Reference Title

The ups and downs of negotiating are challenging enough at home. Put yourself in another country – where the customs and conventions are often radically different -- and you’ve got a recipe for awkwardness and confusion at best, disappointment and disaster at worst. That’s why you need this new, expanded edition of *How to Negotiate Anything With Anyone Anywhere Around the World*. It will provided you with the savvy you need to negotiate with fitness and ease, no matter where you are. Now updated to reflect changes in the international scene and geared toward businesspeople of any nationality (rather than focusing strictly on Americans), this timely guide is packed with specific how-to information on negotiating in over 55 countries. Organized in an easy-to-access, quick-reference format, the author provides vital and interesting information about every country, including:

- basic facts about the country
- details about greetings
- conversation topics to use and to avoid
- special sensitivities
- entertaining customs
- gender issues
- table manners
- and, of course, lots of key negotiation pointers and winning strategies.

If you do business abroad, this A to Z (Argentina to Zimbabwe, in this case!) negotiation manual should be packed in your suitcase. It will be your passport to worldwide negotiation skills -- and greater business success.
Small Business Management

NEW

International Edition

SMALL BUSINESS MANAGEMENT
An Entrepreneur's Guidebook, 6th Edition

By Mary Jane Bird and Leon C. Megginson of University of Mobile

2009 (September 2008) / 544 pages
ISBN: 978-0-07-340507-0
http://www.mhhe.com/megginson6e

Operating any business is complex and challenging, but it provides interesting, creative, and rewarding experiences. Small Business Management, Sixth Edition, takes a practical and down-to-earth approach to planning, organizing, and running a small business. While employing current research and theory, Small Business Management takes a pragmatic "how-to" perspective illustrating many practical examples and applications from the business world. It explains how to achieve optimum benefits from the limited resources available to small firms, as well as how to plan for growth and succession in a business. It also explores arguments both for and against owning a small business. The enhancements to this edition serve to strengthen the focus on the small businesses students plan to start.

NEW TO THIS EDITION

- New profiles, real world examples and cases—including Chapter 5 (Chick-fil-A franchise); Chapter 7 (David Coxwell & Co LTD); Chapter 14 (Carpe Diem Coffee & Tea Co); Chapter 16 (The Rosebud Flowers & Gifts).

- In response to reviewer feedback, the authors reorganized the text to bring forward the chapter on Maintaining Government Relations and Business Ethics. Also, in an effort to streamline content, Part 4 now includes the chapters on operating a small business instead of this being in a separate section.

- Emphasis on the basic necessities for starting and operating a small business.

- Recap of the terms at the end of each chapter, and new experiential exercises.

CONTENTS

PART I The Dynamic Role Of Small Business
Chapter 1 Starting Your Small Business
Chapter 2 Family-Owned Businesses
Chapter 3 Forms of Ownership of Small Businesses
Chapter 4 Maintaining Good Government Relations and Business Ethics

PART II How To Plan And Organize A Business
Chapter 5 Becoming the Owner of a Small Business
Chapter 6 Planning, Organizing and Managing a Small Business
Chapter 7 How to Obtain the Right Financing for Your Business

PART III How To Market Goods and Services
Chapter 8 Developing Marketing Strategies

Chapter 9 Promoting and Distributing
PART IV How To Organize, Manage and Operate the Business
Chapter 10 How to Obtain and Manage Human Resources and Diversity in Small Companies
Chapter 11 How to Maintain Good Relationships with Your Employees and Their Representatives
Chapter 12 Obtaining and Laying Out Operating Facilities
Chapter 13 Purchasing, Inventory, and Quality Control
PART V Basic Financial Planning and Control
Chapter 14 Basic Financial Planning
Chapter 15 Budgeting and Controlling Operations and Taxes
Chapter 16 Using Computer Technology in Small Businesses
Chapter 17 Risk Management, Insurance, and Crime Prevention

Workbook for Developing a Successful Business Plan

NEW

International Edition

ENTREPRENEURIAL SMALL BUSINESS
2nd Edition

By Jerry Katz, Saint Louis University and Richard Green, University of the Incarnate Word

2009 (January 2008) / 848 pages
ISBN: 978-0-07-721282-7 (with Business Week Sub Card)
http://mhhe.com/katz2e

Entrepreneurial Small Business (ESB) provides students with a clear vision of small business as it really is today. It focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is personal independence with financial security: not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to Amazon.com and the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students plan to start.

NEW TO THIS EDITION

- NEW Table of Contents. Based on reviewer feedback, TOC organization has changed. First edition Chapter 16 is now 17; first edition 17 is now 16. ESB 2e Chapter 16—Assets: Inventory and Operations Management has a new section on how to manage and improve operations of your business including discussions of operations process, measuring and improving productivity and operations management challenges for product-based and service firms. Chapter 17 has a new section on managing risk to computers and data, including discussion on firewalls anti-virus programs, anti-spyware programs, data encryption and data back up.

- NEW Focus Company—MyLibros.com, an operating e-commerce company, is used throughout the chapters to exemplify the financials of a company. This feature engages students and enables them to make sense of relevant concepts and see cash flow analysis with examples as they are played out in a high-quality business plan. The full MyLibros.com business plan is now included at the end of Chapter 8, and is revisited in Chapter 13 with a discussion of cost-value-profit analysis surrounding MyLibros data, and again in Chapter 126.
NEW discussion of the pro forma cash flow statement and examples.

- NEW discussion of the pro forma cash flow statement using MyLibros.com. Entrepreneurial Small Business has a separate chapter on cash flow, Chapter 14; Cash: Lifeblood of the Business. Perhaps one of the hardest topics for students to comprehend, Katz breaks the concept of cash flow down by devoting a chapter to it. By the end of the chapter students will understand the basics of managing cash flow, be prepared to develop a cash budget (from learning how to organize a cash flow statement in Chapter 13) and learn strategies for coping with cash shortages.

- NEW discussion of cost-value-profit analysis and example in Chapter 13. In chapter 13: Small Business Accounting: Projecting and Evaluating Performance, the Cash Flow statement is broken down and taken apart. Katz and Green make it clear for students to understand and see what the cash flow statement is about. Students understand what the balance sheet provides and learn what goes in it as it shows them the steps and asks questions on organizing the cash flow statement through figure 13.1.

- NEW Updated Marketing Plan—Marketing is everything, especially when it comes to getting your small business name out there in the most cost-effective manner, which is why Katz and Green provide NEW sections on marketing. In Chapter 10: Small Business Promotion—Capturing the Eyes of Your Market, Katz has a NEW section for Crafting and Conveying your Message, Advertising. To keep up with the current trend in advertising, Katz provides a NEW section on Buzz Marketing and viral marketing. There is a re-written section on personal selling, new learning objectives and a section on customer relationship management. Katz is the only book that touches on how to build a public relations program.

- NEW Student Study Guide—Student learning comprehension is reinforced and put to the test with a student study guide. Students will have access to quizzes, critical thinking questions, self-assessment checks, vocabulary tests and true/false questions. The student study guide is premium content.

- NEW Content on OLC—The OLC: www.mhhe.com/katzesb will offer various Excel financial tools: 7 student written business plans, accounting modules, 4 feasibility plans and a break-even calculator. As part of the premium content on the OLC, students can use the break-even calculator to examine some of the critical profit drivers of their businesses including sales volume, average cost of production and the average sales price. Considering business expansion, putting on extra staff or increasing production? Students can utilize the calculator to explore the effects of various changes to their businesses such as reducing fixed costs or increasing the average sales price per unit sold.


- Four NEW skill modules have been added to Chapters 1, 8, 11 and 19. Skill modules are included in every chapter to help students understand and practice critical competencies for small business owners. Resources, techniques, and suggestions are included that students can use as they plan or grow their small business. Updates include: online scavenger hunt to learn about major online resources for small business information, how to write a resume, checklist for maximizing success on eBay and how to find local salaries and benefits online.

- 3 Updated Vignettes featuring NEW Small Businesses. ESB 2e continues to highlight an entrepreneur and their small business in the chapter-opening “Focus On Small Business” vignettes. There are new small businesses featured in the vignettes for Chapter 5—Kathryn Otsoski; Chapter 6—Tucker’s Cozy Corner; and Chapter 18—Brian "B-Money" Hughes. Discussion questions are included for students to consider as they read the chapter.

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**Chapter 17 Small Business Protection: Risk Management and Insurance Appendix: Economic Order Quantity Appendix: Time Value of Money and Discounted Cash Flow Analysis**

**Part 4: Management and Organization in the Small Business**

Chapter 18 Legal Issues: Recognizing Your Small Business Needs

**Chapter 19 Human Resource Management: Small Business Considerations**

**Chapter 20 Achieving Success in the Small Business**

**Cases**

1. Brothers Going Separate Ways or Not?
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7. The Computer Guru: A One-Man Show or an Empire?
8. The Old Timer’s Woodstove Shop
9. The House of Wine – Grand Opening
11. S & Z East Coast Importers
12. The Wallingford Bowling Center
13. Parker Mountain Products, Inc.
14. Nate Mower & Son, Residential Plumber(s)
15. The Landlords: Investments in Commercial Real Estate
16. Richard Harris and Harris Homes
17. The House of Wine (revisited)
18. Eli Associates: Professional Writers, Speakers, Consultants
19. Wayne Manor Comix
20. The Daughter of the Immigrant
**Entrepreneurship**

**NEW**

**ENTREPRENEURSHIP AND SMALL FIRM**

5th Edition

By David Deakins, University of Praisley and Mark Freel

2009 (February 2009)
ISBN: 978-0-07-712162-4
McGraw-Hill UK Title

(Details unavailable at press time)

**NEW**

**International Edition**

**ENTREPRENEURIAL SMALL BUSINESS**

2nd Edition

By Jerry Katz, Saint Louis University and Richard Green, University of the Incarnate Word

2009 (January 2008) / 848 pages
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7 The Computer Guru: A One-Man Show or an Empire?
8 The Old Timer’s Woodstove Shop
9 The House of Wine – Grand Opening
10 Saunders and Company, Inc., An International Entrepreneurial Enterprise

NEW VENTURE CREATION
Entrepreneurship for the 21st Century
8th Edition

By Jeffry Timmons, Babson College and Stephen Spinelli

2009 (September 2008) / 704 pages
ISBN: 978-0-07-338155-8
ISBN: 978-0-07-127832-0 [IE]

http://www.mhhe.com/timmons8e

New Venture Creation: Entrepreneurship for the 21st Century is about the actual process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. It continues to be the product of experience and considerable research in the field—rooted in real-world application and refined in the classroom. The design and flow of the book are aimed at creating knowledge, skills, and awareness. In a pragmatic way—through text, case studies and hands-on exercises—students are drawn in to discover critical aspects of entrepreneurship, and what levels of competencies, knowledge, experience, attitudes, resources and networks are required to pursue different entrepreneurial opportunities. The Eighth edition includes new cases and exercises, updated Web sites, and new text material to capture the current financial, economic, technological, and globally competitive environment of this first decade of the new century.

NEW TO THIS EDITION
- Updated their real-world application of the Timmons model of the entrepreneurial process with a look at Google’s amazing trajectory.
- Includes two new chapters “Clean Commerce: Seeing Opportunity through a Sustainability Lens” and Opportunities for Social Entrepreneurship.” These speak directly to students concerned about our environment and wide-ranging social issues, and how these present enormous opportunities for this generation to solve these problems.
- The book has been reordered and restructured; it now begins with a focus on the worldwide impact of entrepreneurship. Six new cases have been added, as well as a series of three vignettes to spark discussion and learning in the difficult realm of business ethics.
- Includes the latest updates, such as examples of entrepreneurs in action coping with the post-Internet bubble era and the mortgage loan crisis in 2007. It also features refined exercises and five new ones: Venturekipedia, a tool for enhancing research; Virtual Brain Trust, a complementary exercise to the Virtual Brain Trust exercise; and in the final chapter, a new interview exercise titled Wisdom from the Harvest—a visit with successful, harvested entrepreneurs. Slicing the Equity Pie is a new tool for resolving ownership participating and ethical caselettes is a new set of challenging ethical decisions.
Entrepreneurship - Supplements

International Edition

NEW BUSINESS MENTOR 2007
7th Edition
By FastTrac
2007 (April 2006)

It’s your business. You want it to grow. Now there’s a tool to help you. With the assistance of The New Business Mentor™ -a suite of powerful business assessment and planning tools- the process of growing your business just got easier... and smarter. The New Business Mentor empowers you to learn in a way that meets your unique needs and preferences. You can choose to have your personal business mentor guide you through the assessment and planning tools or explore the CD-ROM on your own. Either way, you’ll have access to outstanding resources and solutions that inspire you to follow your entrepreneurial dreams.

NEW TO THIS EDITION

- Better prepare yourself and your business for success. The Business Mentor provides the tools you need to:
  - Assess your business needs.
  - Evaluate the feasibility of your business venture.
  - Develop a plan for starting, operating, or growing your business.
  - Prepare financial projections for determining feasibility, planning and financing.
  - Learn more about successful business strategies.
- Access the information you need with The Business Mentor’s powerful features.
- Easy-to-use templates, in step-by-step Q&A format, to build a feasibility or business plan.
- Microsoft Excel spreadsheets to generate reports for financial feasibility or business plan.
- Evaluate the feasibility of your business venture.

FEATURES

- The New Business Mentor is based on the curriculum and experience of the Kauffman Foundation’s renowned FastTrac™ program, which has provided training to tens of thousands of entrepreneurs and is the winner of the 1998 U.S. Small Business Administration’s Vision 2000 Models of Excellence Award for Entrepreneurial Education. Both The New Business Mentor and FastTrac™ program are supported by the Ewing Marion Kauffman Foundation.
- Follow The New Business Mentor’s simple Question & Answer formatted templates to build, save and print a comprehensive business plan or feasibility plan. Helpful links direct you to value-added information about specific topics, including relevant resources, sample business and feasibility plans, interactive stories from successful entrepreneurs and more.

Business Policy & Strategic Management - Textbooks

NEW

International Edition

CRAFTING AND EXECUTING STRATEGY: THE QUEST FOR COMPETITIVE ADVANTAGE
Concepts and Cases, 17th Edition
By Arthur A. Jr Thompson, University of Alabama-Tuscaloosa, John E. Gamble, University of South Alabama-Mobile and A J Strickland III, University of Alabama-Tuscaloosa
2010 (March 2008) / 1184 pages
ISBN: 978-0-07-353042-0
http://www.mhhe.com/thompson

Thompson, Strickland and Gamble’s, CRAFTING AND EXECUTING STRATEGY, 17e presents the latest research findings from the literature and cutting-edge strategic practices of companies have been incorporated to keep step with both theory and practice. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. Known for its cases and teaching notes, CRAFTING AND EXECUTING STRATEGY, 17e provides an unparalleled case line up. (1) 22 of the 26 cases are brand new or extensively updated for this edition, (2) The selection of cases is diverse, timely, and thoughtfully-crafted and complements the text presentation pushing students to apply the concepts and analytical tools they have read about. (3) Many cases involve high-profile companies. (4) And there’s a comprehensive package of support materials that are a breeze to use, highly effective, and flexible enough to fit most any course design.

NEW TO THIS EDITION

- New tighter 12 Chapter Concept presentation: The content of the prior edition Ch. 8 (Tailoring Strategy to Fit Specific Industry and Company Situations) has been condensed and combined with the concepts in chapter 6 now entitled “Supplementing the Chosen Competitive Strategy: Other Important Strategy Choices” to provide students with a more streamlined presentation of materials.
- Current Research and Up-To-Date Findings: The new edition presents the latest research findings and thoroughly updated examples pertinent to a first course in strategy. New materials include a new section on strategic leadership in Ch. 2, and new coverage of corporate and environmental sustainability in Ch. 9.
- New Assurance of Learning Exercises at the end of every chapter will help instructors to measure student comprehension of the chapter content.
- New Exercises for Simulation Participants at the end of every chapter tightly connect the topics covered in the chapters to the issues and decisions that students have to wrestle with in managing their simulation company.
- Extensive Case Update: The case collection in the 17th edition is truly top-notch from the standpoints of student appeal, being eminently teachable, and suitability for drilling students in the use of the concepts and analytical treatments in Chapters 1 through 12. The 26 cases included in this edition, 22 are brand new or extensively revised, are the very latest, the best, and the most on-target that the authors could find. The ample information about the cases in the Instructor’s
Manual makes it effortless to select a set of cases each term that will capture the interest of students from start to finish.

- Unparalleled Case Lineup: The case lineup provided with this text is unmatched in its diversity, timeliness, and selection of thoughtfully-crafted cases.
- Diversity in the length of cases: Close to a fifth are under 15 pages, yet offer plenty for students to chew on; about a fourth are medium-length cases; and the remainder are detail-rich cases that call for more sweeping analysis.
- Diversity in selection of Company Size/Industry/Origin: 3 cases are dealing with the strategic problems of family-owned or relatively small entrepreneurial businesses. 22 cases involving public companies about which students can do further research on the Internet. Scattered throughout the lineup are 9 cases concerning non-U.S. companies, globally competitive industries, and/or cross-cultural situations; these cases, in conjunction with the globalized content of the text chapters, provide abundant material for linking the study of strategic management tightly to the ongoing globalization of the world economy.
- Companies with quick technology developments: At least 11 cases will provide students with insight into the special demands of competing in industry environments where technological developments are an everyday event, product life cycles are short, and competitive maneuvering among rivals comes fast and furious.
- The lineup includes over 18 cases where company resources and competitive capabilities play as large a role in the strategy-making, strategy-executing scheme of things as industry and competitive conditions.
- Author written cases: 15 of the 26 cases have been crafted by Art Thompson and/or John Gamble.
- Expanded Video Support: The video DVD supporting this text will include approximately 25 clips supporting both the concepts and the case portion of this text.

CONTENTS

Part I: Concepts and Techniques for Crafting and Executing Strategy
Section A: Introduction and Overview
Chapter 1: What Is Strategy and Why Is It Important?
Chapter 2: Leading the Process of Crafting and Executing Strategy
Section B: Core Concepts and Analytical Tools
Chapter 3: Evaluating a Company’s External Environment
Chapter 4: Evaluating a Company’s Resources and Competitive Position
Section C: Crafting a Strategy
Chapter 5: Five Generic Competitive Strategies—Which One to Employ?
Chapter 6: Supplementing the Chosen Competitive Strategy: Other Important Strategy Choices
Chapter 7: Strategies for Competing in Foreign Markets
Chapter 8: Diversification: Strategies for Managing a Group of Businesses
Chapter 9: Ethical Business Strategies, Social Responsibility, and Environmental Sustainability
Section D: Executing the Strategy
Chapter 10: Building an Organization Capable of Good Strategy Execution
Chapter 11: Managing Internal Operations: Actions That Promote Good Strategy Execution
Chapter 12: Corporate Culture and Leadership: Keys to Good Strategy Execution
Part II: Cases
Section A: Crafting Strategy in Single-Business Companies
1. Whole Foods Market in 2008—Vision, Core Values, and Strategy
3. JetBlue Airways: A Cadre of New Managers Takes Control
5. Competition in the Movie Rental Industry in 2008: Netflix and Blockbuster Battle for Market Leadership
6. Dell, Inc. in 2008—Can It Overtake Hewlett-Packard as the Worldwide Leader in Personal Computers?
7. Apple, Inc. in 2008
8. Panera Bread Company
9. Roger’s chocolates
10. Nucor Corporation—Competing Against Low Cost Foreign Imports
11. Competition in Video Game Consoles
12. Nintendo’s Strategy for the Wii—Good Enough to Beat Xbox 360 and PlayStation 3?
13. Corona Beer
15. The Challenges Facing eBay in 2008—Time for Changes in Strategy?
16. Loblaw Companies Limited: Preparing for Wal-Mart Supercenters
17. Research in Motion: Managing Explosive Growth
Section B: Crafting Strategy in Diversified Companies
18. Adidas in 2008: Has Corporate Restructuring Increased Shareholder Value?
19. PepsiCo’s Diversification Strategy in 2008
Section C: Executing Strategy and Strategic Leadership
20. Robin Hood
21. Dilemma at Devil’s Den
22. Wal-Mart Stores, Inc. in 2008—Management’s Initiatives to Transform the Company and Curtail Wal-Mart Bashing
23. Southwest Airlines in 2008: Culture, Values, and Operating Practices
24. Shangri-La Hotels
Section D: Strategy, Ethics, and Social Responsibility
25. E. & J. Gallo
26. Detecting Unethical Practices at Supplier Factories: The Monitoring and Remediation Challenges

NEW TO THIS EDITION
- New tighter 12 Chapter Concept presentation: The content of the prior edition Ch. 8 (Tailoring Strategy to Fit Specific Industry and Company Situations) has been condensed and combined with the concepts in chapter 6 now entitled “Supplementing the Chosen Competitive Strategy: Other Important Strategy Choices” to provide students with a more streamlined presentation of materials.
v Current Research and Up-To-Date Findings: The new edition presents the latest research findings and thoroughly updated examples pertinent to a first course in strategy. New materials include a new section on strategic leadership in Ch. 2, and new coverage of corporate and environmental sustainability in Ch. 9.

v New Assurance of Learning Exercises at the end of every chapter will help instructors to measure student comprehension of the chapter content.

v New Exercises for Simulation Participants at the end of every chapter tightly connect the topics covered in the chapters to the issues and decisions that students have to wrestle with in managing their simulation company.

v Expanded Video Support: The video DVD supporting this text will include approximately 25 clips supporting both the concepts and the case portion of this text.

v Updated Selection of Readings: In selecting a set of readings to accompany the chapter presentations, the authors opted for articles that (1) had been recently published (most appeared in the 2006-2008 period), (2) extended the chapter coverage and expanded on a topic of strategic importance, and (3) were both quite readable and relatively short. The 20 readings were chosen from recent issues of the Business Strategy Review, Strategy & Leadership, Harvard Business Review, MIT Sloan Management Review, Business Ethics Quarterly, Journal of Business Strategy, European Management Journal, Ivey Business Journal, and The TQM Magazine.

CONTENTS
Part 1: Concepts and Techniques for Crafting and Executing Strategy
Section A: Introduction and Overview
Chapter 1: What Is Strategy and Why Is It Important?
Chapter 2: Leading the Process of Crafting and Executing Strategy

Section B: Core Concepts and Analytical Tools
Chapter 3: Evaluating a Company’s External Environment
Chapter 4: Evaluating a Company’s Resources and Competitive Position

Section C: Crafting a Strategy
Chapter 5: Five Generic Competitive Strategies—Which One to Employ?
Chapter 6: Supplementing the Chosen Competitive Strategy: Other Important Strategy Choices
Chapter 7: Strategies for Competing in Foreign Markets
Chapter 8: Diversification: Strategies for Managing a Group of Businesses
Chapter 9: Ethical Business Strategies, Social Responsibility, and Environmental Sustainability

Section D: Executing the Strategy
Chapter 10: Building an Organization Capable of Good Strategy Execution
Chapter 11: Managing Internal Operations: Actions That Promote Good Strategy Execution
Chapter 12: Corporate Culture and Leadership: Keys to Good Strategy Execution

Readings
1. Can You Say What Your Strategy Is?
2. Enabling Bold Visions
3. Location, Location: The Geography of Industry Clusters
4. Identifying Valuable Resources
5. The Battle of the Value Chains: New Specialized versus Old Hybrids
7. Hitting Back: Strategic Responses to Low-Cost Rivals
8. Limited Potential Niche or Prospective Market foothold? Five Tests
9. Value Innovation: A Leap into the Blue Ocean
10. Racing to Be 2nd: Conquering the Industries of the Future
11. Globalization Is an Option, Not an Imperative. Or, Why the World Is Not Flat
12. The Challenge for Multinational Corporations in China: Think Local, Act Global
13. How to Win in Emerging Markets
14. Why Is Synergy So Difficult in Mergers of Related Businesses?
15. Corporate Social Responsibility: Why Good People Behave Badly in Organizations
16. Competing Responsibly
17. The Secrets to Successful Strategy Execution
18. Some Pros and Cons of Six Sigma: An Academic Perspective
19. Linking Goals to Monetary Incentives
20. The Seven Habits of Spectacularly Unsuccessful Executives

NEW
Internationa l Edition

ESSENTIALS OF STRATEGIC MANAGEMENT
The Quest for Competitive Advantage
By John E. Gamble, University of South Alabama-Mobile and Arthur A Thompson, Jr, University of Alabama-Tuscaloosa

2009 (April 2008) / 480 pages
ISBN: 978-0-07-353030-7

www.mhhe.com/gamble

Essentials of Strategic Management responds head-on to the growing requests by business faculty for a concise, theory-driven strategic management concepts and cases text. This first edition text was written with four objectives in mind: 1) Although relatively brief in length, the text would provide students with an up-to-date and thorough understanding of essential strategic management concepts and analytic tools; 2) The text would simplify the task of demonstrating student learning through course embedded assessment; 3) Like our works preceding this text, it would include especially well-written cases involving headline strategic issues; and lastly, 4) The text could serve as the theoretical foundation of a teaching approach incorporating a business strategy simulation.

FEATURES
v Focus on the essential concepts and analytic tools – In 9-chapters, this text presents the essential topics thoroughly as expected by the vast majority of faculty teaching undergraduate and MBA strategic management courses. Gamble provides solid explanations and real-world illustrations of strategies keyed to industry positioning, corporate-level strategy, and various strategic management analytical tools without being definition driven.

v Up-to-date coverage – This text presents the most current information from both research and practice. It provides coverage of resource-based strategies and Kaplan and Norton’s Balanced Scorecard and Strategy Maps are unmatched by other “essential” texts in the field.

v Embedded Assessment – This text simplifies the task of demonstrating student learning through course embedded assessment. Through their experiences as business faculty and administrators, these authors fully understand the assessment demands on faculty teaching strategic management courses. Hence every chapter contains a number of interesting Assurance of Learning exercises for class discussion or to demonstrate student learning through written assignments and/or team presentations. Instructors can easily pair the Assurance of Learning exercise with instructor-developed scoring rubrics to assess course or program learning outcomes.
MANAGEMENT

NEW

International Edition

STRATEGY 2008-2009

By Dave Ketchen, Auburn University and Alan Eisner, Pace University

2009 (February 2008) / 336 pages

http://www.mhhe.com/ketchen

Strategy 08/09 is concisely written to cover the core strategy concepts within strategic management and to do so in a rigorous yet engaging way. This text builds on both real-life examples and academic research and provides appropriate cases chosen specifically for the textbook. Designed by faculty at a focus group, this text will published in 2-color format on an annual basis to ensure that company examples are current and relevant to students and instructors.

FEATURES

- Highly focused text – Based on a major market survey, Strategy 08/09 is written in an engaging writing style free of unnecessary jargon and free of superfluous detail, allowing instructors and students time to opt for a more flexible format either by further discussing relevant selected case studies or taking advantage of using a simulation like BSG or GLO-BUS in the classroom.

- A wealth of examples – Examples are important to the student learning process. Therefore, despite the relative brevity of the chapters, each chapter includes a wide variety of intriguing examples to illustrate ideas, providing ample raw material for stimulating classroom discussions.

- Unique focus on international & ethical dimensions of strategy – Chapter 2 focuses on the two key contextual features that today’s managers must keep in mind as they make strategic decisions: the international dimensions of strategy and the ethical dimensions of strategy. In Chapters 3 through 8, this idea is reinforced through tying the topics presented (such as internal analysis, external analysis, and strategy selection) to globalization and ethics.

- Traditional Organizing Framework – The traditional organizing framework includes crisply-written chapters that address contemporary topics. Strategic Management is divided into chapters in the traditional sequence: analysis, formulation, and implementation.

- Clear, Concise, and Timely – Key strategic concepts are introduced in clear and concise chapters and are followed by timely and interesting examples from business practice. These concepts include Porter’s Five-Forces, the Value Chain, the resource based view of the firm, competitive advantage, boundary-less organizations, digital strategies, ethics, corporate governance, and entrepreneurship, just to name a few.

- Learning from Mistakes – Unlike any competing text on the market, Ketchen/Eisner’s opening vignettes of every chapter feature an example of where things went wrong. Failures are interesting and easier to learn from, and students realize strategy is not just about “right or wrong” answers, but requires critical thinking.

- Exceptional case selection – Based on instructor feedback, Ketchen/Eisner provides a pedagogically solid set of 10 medium-length cases closely tied to the issues covered in a strategy course. Drawing on his vast experience as a case author, Alan Eisner has
Pearce and Robinson have retained high level of academic credibility and market-leading emphasis on strategic practice with this edition. This text continues to have strong support from longtime adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. Pearce and Robinson continue to use a unique pedagogical model they created to provide logic and structure to its treatment of strategic management which in turn makes the material more easily organized by the instructor and learned by the student.

NEW TO THIS EDITION

- NEW Chapter on Innovation and Entrepreneurship – Chapter 14 emphasizes the critical importance of innovation for companies large and small around the globe. This chapter also recognizes that new entrepreneurial ventures are globally the key drivers key drivers of economic development, job creation, and innovation.
- NEW BusinessWeek Cases – 14 new end of chapter BusinessWeek cases allow students to apply and discuss chapter ideas and concepts to a contemporary, interesting business situation.
- NEW Strategy in Action boxes - Over 80 new or revised “Strategy in Action” boxes with materials from BusinessWeek are inserted across the 14 chapters to provide interesting, distinctive illustrations of specific chapter topics and concepts.
- NEW Top Strategist boxes – This new feature profiles executives who in leading their global companies are applying the strategic management concepts discussed in the chapter.
- NEW and updated research – Pearce and Robinson has been updated to reflect the latest in management thought. Updates include new coverage and illustration of franchising as a major global economic trend; illustrations of renewal, growth, and enhanced profitability among companies in established, mature industries including airlines, pet care, automotive, food, retail, and consumer products; chapter material, cases, and illustrations examining the accelerating pace of global and technological change and its impact on companies, markets, and whole industries and more.

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CONTENTS

Part One Overview of Strategic Management
Chapter 1 Strategic Management
Part Two Strategic Formulation
Chapter 2 Company Mission
Chapter 3 Corporate Social Responsibility and Ethics
Chapter 4 The External Environment
Chapter 5 The Global Environment
Chapter 6 Internal Analysis
Chapter 7 Long-Term Objectives and Strategies
Chapter 8 Business Strategy
Chapter 9 Multibusiness Strategy
Part Three Strategy Implementation, Control, and Innovation
Chapter 10 Implementation
Chapter 11 Organizational Structure
Chapter 12 Leadership and Culture
Chapter 13: Strategic Control
Chapter 14 Innovation, and Entrepreneurship

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Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout STRATEGIC MANAGEMENT, 11e. Pearce and Robinson have retained high level of academic credibility and market-leading emphasis on strategic practice with this edition. This text continues to have strong support from longtime adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. The 11th edition will once again include numerous BusinessWeek short cases and a wide assortment of traditional, longer strategic management cases. Pearce and Robinson continue to use a unique pedagogical model they created to provide logic and structure to its treatment of strategic management which in turn makes the material more easily organized by the instructor and learned by the student.

NEW TO THIS EDITION

- NEW Chapter on Innovation and Entrepreneurship – Chapter 14 emphasizes the critical importance of innovation for companies large and small around the globe. This chapter also recognizes that new entrepreneurial ventures are globally the key drivers key drivers of economic development, job creation, and innovation.
- NEW BusinessWeek Cases – 14 new end of chapter BusinessWeek cases and 30 new BusinessWeek cases at the end of the text allow students to apply and discuss chapter ideas and concepts to a contemporary, interesting business situation. These cases provide for a wide variety of situations to assign and discuss during class sessions dedicated to case analysis and discussion.
- NEW Traditional Strategy Cases – This text provides 20 new traditional strategy cases covering companies and situations of current interest for extensive case analysis including cases and illustration modules about companies founded and run by women and minorities.
- NEW Strategy in Action boxes - Over 80 new or revised “Strategy in Action” boxes with materials from BusinessWeek are inserted across the 14 chapters to provide interesting, distinctive illustrations of specific chapter topics and concepts.
- New Top Strategist boxes – This new feature profiles executives who in leading their global companies are applying the strategic management concepts discussed in the chapter.

CONTENTS

Part One Overview of Strategic Management
Chapter 1 Strategic Management

Part Two Strategy Formulation
Chapter 2 Company Mission
Chapter 3 Corporate Social Responsibility and Ethics

Chapter 4 The External Environment
Chapter 5 The Global Environment
Chapter 6 Internal Analysis
Chapter 7 Long-Term Objectives and Strategies
Chapter 8 Business Strategy
Chapter 9 Multibusiness Strategy

Part Three Strategy Implementation, Control, and Innovation
Chapter 10 Implementation
Chapter 11 Organizational Structure
Chapter 12 Leadership and Culture
Chapter 13 Strategic Control
Chapter 14 Innovation, and Entrepreneurship

Section A BusinessWeek Cases
1 Planet Apple
2 Saving Starbucks’ Soul
3 Facebook Faces Up
4 MySpace Goes Hollywood
5 ATT Rebrands, Again
6 Ice Cream Wars
7 Getting Inside Google’s gPhone
8 Microsoft in Europe
9 Phillips Maps Out a New Direction
10 Wal-Mart’s Midlife Crisis
11 VW’s Plan to Triple U.S. Sales
12 Volvo Want Rugged, and Safe
13 Getty Images’ Future
14 SAP’s Very Big Small Biz Challenge
15 Mittal and Son
16 The Last Rajah
17 Nokia Aims Way Beyond
18 Nintendo’s Quirky Hit
19 The Pet Economy
20 PetSmart v. Petco
21 Six Sigma Kick Starts Starwood
22 Google as Venture Capitalist
23 A Red Hot IBM in India
24 Radical Collaboration at IBM
25 Jack Daniels International Strategy
26 Will Universal Music Take on iTunes
27 The Arab World Wants its MTV
28 Big Oil and Ethanol
29 Exxon vs. Conoco on Going Green
30 German Companies Hop on Green Bandwagon

Section B Comprehensive Cases
31 Aegis Analytical Corporation’s Strategic Alliances
32 Citigroup Retail Banking Operations in the U.S. and Abroad
33 Desert Palms Hotel and Casino
34 Fortune Magazine
35 FOX Relocation Management Corp.
36 Jim Thompson Thai Silk Company
37 Killer Coke: The Campaign against Coca-Cola
38 Managing Sexual Harassment at Coors (A) and (B)
39 Morgan Stanley: A Leading Global Financial Services Firm
40 Procter and Gamble: The Beauty/Feminine Care Segment
41 Provide Commerce: The Organic Perishable Goods Industry
42 Regal Entertainment Group: The Movie Theater Segment
43 Ruth’s Chris: The High Stakes of International Expansion
44 Schwartz & Co. LLP: The Accounting Services Industry
45 The Apollo Group
46 Tiffany & Company Jewelry Retailers: The Luxury Goods Industry
47 Time for Kids Magazine: The Magazine Publishing Industry
48 Tivo
49 Warner Music Group: Recorded Music
50 Whole Foods Market 2007
Modern Competitive Strategy, 3e, by Gordon Walker, provides a concise, rigorous, and broad synthesis of the theory and empirics of the strategy field. The approach is eclectic, reflecting the diversity of the discipline, drawing on studies in industrial and institutional economics, economic and organizational sociology, mainstream strategy, and finance and marketing when appropriate. Both single business and corporate-level organizations are covered. Ideal for current and budding managers, many short cases, company examples, and practical tools are used to illustrate the concepts. The material is appropriate for either a full semester course or a single module in MBA programs, advanced undergraduate courses, EMBA and executive education classes.

NEW TO THIS EDITION

- Strategic Planning and Decision Making is moved earlier in this edition. Students are often confused about the specifics of strategic decision making in the firm and need to be clear about how the concepts of strategy can be applied in a structured way. Placing the chapter near the front of the book alleviates this problem.
- The chapter on Strategic Planning and Decision Making (referenced above) includes a new section on the financial performance measures focusing on those used by Standard & Poor’s. It shows how S&P uses assessments of competitive advantage in rating companies and demonstrates that a firm’s creditworthiness is a function not only of financial outcomes, but also of the strategy that produces them.
- Research in many areas has been elaborated or moved forward. For example, Chapter Five on Competing Over Time references new work that bolsters strongly the empirical support of the industry life cycle. Chapter Six on Strategy Execution now includes research that suggests how capability planning and learning are related. See preface for more details.
- Chapter Ten has a new section on mergers and acquisitions that reflects the recent research on acquisition performance. It also contains a framework that applies to both strategic and financial investors.
- Chapter Twelve includes a deeper discussion of the consequences of Sarbanes-Oxley based on recently published studies.
- Chapter One has been rewritten so that the reader can grasp more easily what strategy means and how the book lays out its central elements. The goal is to introduce the concept of strategy in its multiple forms without losing the central point that strategy defines how the firm makes money.
Updated illustrations, which clarify the most difficult topics. This text's accessible writing style and wealth of new and intellectual assets. The text is rounded off by rich, relevant, and teachable contemporary topics such as digital & internet strategies, innovation & corporate entrepreneurship, knowledge management, and intellectual assets. The text is the best resource for your students. The new case selections combine comprehensive and shorter length cases about well known companies.

CONTENTS

Part One: Strategic Analysis
Chapter 1 Strategic Management: Creating Competitive Advantages
Chapter 2 Analyzing the External Environment of the Firm
Chapter 3 Assessing the Internal Environment of the Firm
Chapter 4 Recognizing a Firm’s Intellectual Assets: Moving beyond a Firm’s Tangible Resources

Part Two: Strategic Formulation
Chapter 5 Business-Level Strategy: Creating and Sustaining Competitive Advantages
Chapter 6 Corporate-Level Strategy: Creating Value through Diversification
Chapter 7 International Strategy: Creating Value in Global Markets
Chapter 8 Entrepreneurial Strategy and Competitive Dynamics

Part Three: Strategic Implementation
Chapter 9 Strategic Control and Corporate Governance
Chapter 10 Creating Effective Organizational Designs
Chapter 11 Strategic Leadership: Creating a Learning Organization and an Ethical Organization
Chapter 12 Managing Innovation and Fostering Corporate Entrepreneurship

Part Four: Case Analysis
Chapter 13 Analyzing Strategic Management Cases

Cases
1. Robin Hood
2. Edward Marshall Boehm
3. The Skeleton in the Corporate Closet
4. The Best-Laid Incentive Plans
5. Growing for Broke
7. Sun Life Financial
8. Automation Consulting
9. Sears/Kmart
10. Enron
11. American Red Cross in 2002 (A)
12. Whole Foods
13. VQC
15. United Way
16. JetBlue Airways: Is “High Touch Service” the Key Driver for JetBlue’s Success?
17. Panera Bread Company
18. Southwest Airlines: From simple to complex ‘LUV’?
19. Johnson & Johnson
20. Yahoo!
21. Heineken
22. Rocky Mountain Chocolate Factory
23. WWE
24. Procter & Gamble
25. Casino Industry
26. Samsung
27. Claire’s
28. Caribou Coffee
29. eBay in Asia
30. Apple inc.: Taking a bite out of the competition
31. Wal-Mart: The Challenges of Dominance
32. FreshDirect
33. Nintendo
34. Reader’s Digest
35. UPS AND FedEx in the Express Package Delivery Industry
36. Schoolhouse Lane Estates
37. General Motors
38. Ford Motor Company
39. Dippin’ Dots Ice Cream
40. McDonald’s

International Edition

STRATEGIC MANAGEMENT
Text and Cases, 4th Edition
By Gregory Dess, University of Texas at Dallas, Tom Lumpkin, University of Illinois-Chicago and Alan Eisner, Pace University
2008 (October 2007) / 992 pages
ISBN: 978-0-07-340498-1

http://www.mhhe.com/dess4e

International Edition

STRATEGY
By Arthur A Jr Thompson, University of Alabama - Tuscaloosa, John E Gamble, University of South Alabama - Mobile and A J Strickland III, University of Alabama - Tuscaloosa
2006 / 520 pages
ISBN: 978-0-07-299946-4
ISBN: 978-0-07-320334-8
(with OLC and Premium Content Card) - Out of Print
ISBN: 978-0-07-011962-7 [IE with OLC and Premium Card]

CONTENTS

Part I Introduction and Overview
Chapter 1, What is strategy and why is it important?
Chapter 2, Crafting a strategy: The quest for competitive advantage
Chapter 3, Competing in foreign markets
Chapter 4, Diversification: Strategies for managing a group of businesses
Chapter 5, Strategy, ethics, and social responsibility

Part II Executing the Strategy
Chapter 8, Executing the strategy: Building a capable organization and instilling a culture
Chapter 9, Managing internal operations in ways that promote good strategy execution

Part V Readings
1. What is Strategy and How Do You Know If You Have One?
2. Walking the Talk (Really!): Why Visions Fail
3. The Motivational Benefits of Goal-Setting
Section B: Crafting Strategy in Single Business Companies
4. How Industries Change
5. Five Killer Strategies for Trouncing the Competition
6. Racing to be 2nd: Conquering the Industries of the Future
7. Oursourcing Strategies: Opportunities and Risks
Section C: Crafting Strategy in Diversified Companies
8. Increasing the Odds of Successful Growth: The Critical Prelude to Moving “Beyond the Core”
Section D: Implementing and Executing Strategy
9. Management is the Art of Doing and Getting Done 10. Some Pros and Cons of Six Sigma: An Academic Perspective 11. Linking Goals to Monetary Incentives 12. The Seven Habits of Spectacularly Unsuccessful Executives
Section E: Strategy, Ethics, and Social Responsibility

International Edition
CORPORATE STRATEGY
A Resource Based Approach, 2nd Edition
By David J Collis, and Cynthia A Montgomery, Harvard University
2005 / 256 pages
ISBN: 978-0-07-231286-7
ISBN: 978-0-07-124932-4 [IE, 2 Color Text]
http://www.mhhe.com/collis05

CONTENTS
Chapter 1: An Introduction to Corporate Strategy
[Appendix A: Past Approaches to Corporate Strategy]
Chapter 2: Resources and Rents
[Appendix B: Business Strategy and Industry Analysis]
Chapter 3: Scale and Scope within an Industry
Chapter 4: Diversified Expansion
Chapter 5: Organizational Limits to Firm Scope
Chapter 6: Managing the Multibusiness Corporation
[Appendix C: Mechanisms for Achieving Corporate Coherence]
Chapter 7: Creating Corporate Advantage
Chapter 8: Corporate Transformation
Chapter 9: Corporate Governance

International Edition
MANAGEMENT STRATEGY
Achieving Sustained Competitive Advantage
By Alfred A Marcus
2005 / 224 pages
ISBN: 978-0-07-305308-0 (with OLC Premium Content Card)
- Out of Print
ISBN: 978-0-07-123639-3 [IE with OLC Premium Content Card]

CONTENTS
PART ONE: MANAGING STRATEGICALLY
Chapter 1: Strategy Basics
Chapter 2: External Analysis
Chapter 3: Internal Analysis
PART TWO: MAKING MOVES
Chapter 4: Timing and Positioning
Chapter 5: Mergers, Acquisitions, and Divestitures
Chapter 6: Globalization
Chapter 7: Innovation and Entrepreneurship
PART THREE: REPOSITIONING
Chapter 8: Continuous Reinvention

International Edition
BUSINESS MODELS
A Strategic Management Approach
By Allan Afuah, University of Michigan
2004 / 432 pages
ISBN: 978-0-07-288364-0
ISBN: 978-0-07-123639-3 [IE]

CONTENTS
PART ONE: Positions, Activities, Resources, Industry Factors, and Cost
1. Introduction and Overview
2. Customer Value and Relative Positioning
3. Pricing to Optimize Avenues
4. Sources of Revenues and Market Targets
5. Connected Activities for a Profitable Business Model
6. Resources and Capabilities: The Roots of Business Models
7. Executing a Business Model
8. Innovation, Sustainability, and Change
9. Analyzing the Cost of a Business Model
10. Analyzing the Sources of Profitability and Competitive Advantage in a Business Model
11. Financing and Valuing a Business Model
12. Business Model Planning Process
13. Corporate Social Responsibility and Governance

PART TWO: Cases
Case 1: Viagra: A Hard Act to Follow
Case 2: Eclipse: The Next Big Thing in Small Aircraft
Case 3: Salton Inc. and the George Foreman Grill
Case 4: Satellite Digital Audio Radio Service (SDARS)
Case 5: Segway: Segue to...
Case 6: Lego Bionicle: The Building Blocks to Core Competency?
Case 7: KPN Mobile and the Introduction of i-Mode in Europe
Case 8: Lipitor: At the Heart of Warner-Lambert
Case 9: eBay: Growing the World’s Largest Online Trading Community
Case 10: Borders: Responding to Change

International Edition
CORPORATE TURNAROUND
Strategies for Renewal
By Pradip Chandra
2002 / 240 pages
An Asian Publication
A Professional Reference Title

This book delves into diverse and vital aspects such as issues of protection of jobs, vested interests, managerial in epitude, selection of the ideal CEO, and turnaround strategy options. Corporate Turnaround is based on the experiences of a professional who was successful in managing a turnaround and two start-up companies. An outcome of Pradip Chandra’s experience in the United Kingdom and India, it describes strategies based on the asset utilization philosophy, a model successfully used in the post-OPEC economies and in European countries. The asset utilization approach is based on the evaluation of a unit’s assets independent of its conventional usage and potential as a ‘standalone’ revenue generator.
EXPLORING STRATEGIC ANALYSIS AND DECISION MAKING
By John Odgers
2002 / 162 pages
ISBN: 978-0-07-471162-0
ISBN: 978-0-07-124270-7 [IE]
McGraw-Hill Australia Title

CONTENTS
Chapter 1: Exploring key concepts, processes, requirements and challenges.
Chapter 2: Strategic development and growth.
Chapter 3: A note on financial management and analysis of financial institutions.
Chapter 4: Implementing and controlling organizational strategy.
Chapter 5: Strategic analysis and diagnosis.

CASES IN STRATEGY AND MANAGEMENT
By Leanne Cutcher, Sydney University and Nick Wailes, University of Sydney
2006
McGraw-Hill Australia Title
http://www.mhhe.com/au/cutcher

CONTENTS
About the Authors
Preface
A Guide to the Cases in this Book
Part 1 Introduction
Cases in Strategy and Management: An Introduction
Part 2 Cases
1. ‘Back to the Future’: Bendigo Bank’s Community Bank® Model
2. A Meeting of Minds: A US–Australian Joint Venture
3. The Road Less Travelled: Country Road’s Venture into Global Markets
4. ‘Not for Profit, Not for Charity, but for Service’ — Credit Unions: Not-For-Profits in the Financial Services Sector
5. Stuck in Neutral? The Impact of Global Production on Local Strategy in the Australian Automotive Industry
6. Knowledge Management at Accenture Australia
7. The Sydney Real Estate Market / 8. ATP Innovations

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Website: www.mheducation.asia
Business Policy & Strategic Management - Software

International Edition

BUSINESS STRATEGY GAME ONLINE
By Jr Arthur Thompson, University of Alabama—Tuscaloosa
2005
ISBN: 978-0-07-124507-4 [IE-BSG - For Adoption Only]

BSG-Online has been expressly designed for today’s courses in strategic management or business strategy at the senior/MBA levels. It makes a perfect accompaniment for any of the texts in the field or for an instructor’s own customized package of course materials. We believe a simulation exercise is the single most powerful pedagogical device for hammering home the core concepts and analytical techniques that comprise the discipline of business and competitive strategy. The Business Strategy Game has appeal from several perspectives:

- It is designed to give students practice in utilizing the core concepts and analytical tools that are the foundation of courses in strategic management. BSG-Online tightly connects to the material in all the leading strategy texts—you’ll have repeated opportunity to link what is happening in BSG-Online to your lectures and to the teaching points that you want to emphasize in assigned cases.

- Competing companies have a wide degree of strategic latitude—there’s ample room to put most any strategy into play: low-cost leadership, differentiation, best-cost, focused low-cost, focused differentiation, global strategies (mostly uniform worldwide) or “multi-regional” strategies (staking out a market position tailored to competitive conditions in a particular geographic region). BSG-Online is strategy neutral—most any strategy is capable of producing good financial results, provided it is not “defeated” by the better-executed strategies of competitors or undermined by too many copycats strategies.

- The Competitive Intelligence reports include strategic group maps and lists of competitive strengths and weaknesses. Data for benchmarking costs is provided to all companies after each decision.

- Decision variables include best practices training and TQM/Six Sigma quality control programs (topics covered in all the leading strategy texts).

- BSG-Online delivers a genuine capstone experience—the simulation is rich in terms of market setting, the authenticity with which it parallels the real-world digital camera market, and its ability to integrate material from prior core courses in business.

- It mirrors the increasingly global nature of today’s competitive markets.

- There are two product segments (entry-level and multi-featured digital cameras) and there are four geographic market segments—Europe-Africa, North America, Asia-Pacific, and Latin America. Companies contend for leadership in one or more of the 8 market segments.

- Companies start the simulation on equal global and financial footing but have different beginning market shares in different geographic regions. This introduces a powerful competitive dynamic that sets GLO-BUS apart from other business simulations.

- GLO-BUS is “country and region neutral” so that students in Europe or Latin America or Hong Kong or Australia or South Africa do not see themselves as playing a United States simulation or managing a US-based company. GLO-BUS is just as appropriate for courses taught in Switzerland or Great Britain or Mexico or Singapore or South Africa or Australia or Brazil as in the United States.

- Competing companies have a wide degree of strategic latitude. Most any strategy is capable of delivering good results, provided it is not “defeated” by even better strategies of competitors or undermined by too many copycats strategies.

- Instructors can choose any of three GLO-BUS versions for their course—GLO-BUS Basic (about 1½ hours per decision round), GLO-BUS Plus (about 1½ hours per decision round), and GLO-BUS Total (about 2½ hours per decision round). Instructors can have students play anywhere from 4 to 10 rounds, with either 1 or 2 practice rounds.

- The quarterly decision update option of GLO-BUS Total introduces a “real-time” element into the exercise, since company co-managers are able to act and react from quarter-to-quarter and then make more sweeping changes annually.

- GLO-BUS is positioned squarely in the middle of competing simulations from a complexity standpoint—it’s definitely easier for students than the market-leading Business Strategy Game (played by over 300,000 students), yet more challenging and substantive than the other online simulation.
Business Environment

2008 (May 2008) / 424 pages
ISBN: 978-1-843-98204-3
McGraw-Hill UK CIPD Title

Business Environment is ideal for students taking modules in the Business Environment or Business Context areas of an HR or business degree programme. It is written to cater for both undergraduate and postgraduate level modules as well as for students taking the new CIPD Leadership and Management module 'Managing in a Strategic Business Context'. Presented and written in an easy-to-use format, for students with little or no prior knowledge of the subject area, the text enables students to gain key knowledge of the environmental influences - economic, social and legal - that are essential in developing an understanding of business strategy at every level. This fully revised and updated second edition includes:

- New material including more on organisational environments and strategy
- More international content addressing the needs of migrant workers etc
- A case study led approach with more real-world and international cases
- Full coverage of the PDS standards on the Managing in a Strategic Context module
- Lots of new research from the CIPD and elsewhere
- Packed with features such as chapter objectives, student and seminar activities, self assessment questions, case studies, key learning points and further reading, this text is guaranteed to enhance student’s learning experiences. There is also access to a comprehensive tutor and student support site.

CONTENTS
Organisations and their Environment
The Competitive Environment
The World Economy
Government Policy
Regulation
Demography
Social Trends
Technology
Ethics, Social Responsibility and Sustainability
Strategic Management
Integrative Case Study

THE BUSINESS ENVIRONMENT
6th Edition
By Adrian Palmer, Gloucestrshire Business School and Bob Hartley, University College Northamton

2008 (December 2008)
ISBN: 978-0-07-711972-0
McGraw-Hill UK Title

The Business Environment offers a comprehensive introduction to the factors at work in today's business environment, both within the organizations and in the wider environment in which businesses operate. It includes chapters on: political environment, social and demographic environment, organizational objectives, types of organization, the competition environment and the international environment. Plus, reflecting the continuing evolution of the business environment, this book includes new and up to date coverage of:

- Business ethics
- Cultural identity
- The emerging economic power of China, India and Brazil
- Data privacy
- Climate change

FEATURES:
- Cases: Each chapter contains mini case vignettes that use real life examples to illustrate business environment issues. In additions you’ll find a full case study at the end of each chapter, as well as five extended cases studies at the back of the book. Companies featured include: Thomas Cook, Ford and 3.
- User Friendly: In addition to its reader friendly writing style, this book boasts a full range of learning tools. Each chapter includes: Learning Objectives, Thinking around the Subject boxes, Case Studies. Review Questions, Activities and Further Reading.

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Website: www.mheducation.asia
STRATEGIES FOR THE GREEN ECONOMY
Opportunities and Challenges in the New World of Business
By Joel Makower and Cara Pike
2009 (December 2008) / 312 pages
A Professional Reference Title

The “guru of green business practices” (AP) provides a blueprint for creating green strategies in the new business landscape. Written by one of today’s most sought-after green business strategist, Strategies for the Green Economy provides a comprehensive roadmap for navigating and thriving in the new green economy. Drawing upon 20 years of experience working with industry giants around the globe on going green, Joel Makower goes beyond recent bestsellers such as Green to Gold, to not merely extol the competitive advantages of going green, but to show why businesses must create, implement, and communicate highly successful green strategies—and how to do it.

CONTENTS
Introduction
Part 1: What Does It Mean to Be Green?
Part 2: How Good Is Good Enough?
Part 3: From Here to Sustainability
Part 4: Save the Buyosphere!

101 WAYS TO TURN YOUR BUSINESS GREEN
The Business Guide to Eco-Friendly Profits
By Rich Mintzer
2008 (October 2008) / 288 pages
ISBN: 978-1-599-18263-6
A Professional Reference Title

The reasons why are clear, but the bigger question is—how? From greening your business practices to implementing tangible changes and more, green experts and business owners show you more than 100 ways to quickly and cost-effectively elevate your business from good to green! Enhance your current business practices and incorporate new, eco-friendly solutions that won’t break the bank or disrupt your day-to-day operations. Learn planet-saving techniques and tricks specific to your trade, and discover unique ways to turn your positive impact on the planet into increased profits!

- Use expert advice, examples, step-by-step instructions, real timelines and trouble-shooting tips and solutions
- Advance your business in the race to go green with industry-specific ideas and innovations
- Learn how to increase your bottom line and lower your overhead costs by implementing just a few green solutions in your business

Employee Benefits

International Edition

EMPLOYEE BENEFITS
3rd Edition
By Joseph Martocchio, University of Illinois-Champaign
2008 (November 2007) / 384 pages
http://mhhe.com/martocchio3e

Joseph Martocchio’s Employee Benefits: A Primer for Human Resource Professionals was written to promote a fuller understanding of employee benefits programs among students enrolled in college-level compensation and benefits course. It’s relevant to students who plan to be general managers, who deal with a variety of human resource issues in their day-to-day jobs, as well as to those who expect to be human resource practitioners. The real-world focus of Martocchio’s text is evident on every page, as he seeks to balance current academic thought with brief examples of contemporary benefits practices in business. Martocchio’s Employee Benefits is forward-thinking and seeks to bring the topic into the mainstream of compensation understanding. The Third Edition continues to be concise, written, highlighting key issues in order to provide the reader with a solid foundation for discussing benefits issues with employee benefits professionals. As practices and laws affecting benefits change frequently, Martocchio stays on the cusp of recent developments, capturing all recent changes with his Third Edition.

CONTENTS
PART 1: INTRODUCTION TO EMPLOYEE BENEFITS
Chapter 1: Introducing Employee Benefits
Chapter 2: The Economics of Employee Benefits
Chapter 3: Regulating Employee Benefits
PART 2: RETIREMENT AND HEALTH, DISABILITY, LIFE INSURANCE
Chapter 4: Employer-Sponsored Retirement Plans
Chapter 5: Health Insurance Programs
Chapter 6: Employer-Sponsored Disability Insurance and Life Insurance
Chapter 7: Government-Mandated Social Security and Workers’ Compensation Programs
PART 3: SERVICES
Chapter 8: Paid Time-Off From Work
Chapter 9: Accommodation and Enhancement Benefits
Chapter 10: Managing the Employee Benefits System
Glossary
Index
The 5th Edition of Strategic Management of Technology and Innovation by Burgelman, Christensen, and Wheelwright continues its unmatched tradition of market leadership, by using a combination of text, readings, and cases to bring to life the latest business research on these critical business challenges. Strategic Management of Technology and Innovation takes the perspective of the general manager at the product line, business unit, and corporate levels. The book not only examines each of these levels in some detail, but also addresses the interaction between the different levels of general management— for example, the fit between product strategy and business unit strategy, and the link between business and corporate level technology strategy. Each part of the book starts with an introductory chapter laying out an overall framework and offering a brief discussion of key tools and findings from existing literature. The remainder of each part offers a selected handful of seminar readings and case studies. Almost all of the cases deal with recent events and situations, including several that are concerned with the impact of the Internet. A few “classics” have been retained, however, because they capture a timeless issue or problem in such a definitive way that the historical date of their writing is irrelevant.

NEW TO THIS EDITION

- The best, most current collection of cases and readings can be found in this comprehensive volume, which simplifies the task of a faculty member putting together a course and having timely, relevant, and engaging materials. See the table of contents for complete list of cases and readings—25% of the material is new. New material has been italicized.
- Part One includes 3 new cases and one new reading, all within the Technological Innovation and Strategy section.
- Part Two includes seven new cases and two new readings. Two of the new cases appear in the Technological Evolution section (related to MySQL Open Source Database); Two are in the Industry Context section; Three are in the Strategic Action section, as are the two new readings. They cover companies such as Infosys Consulting, Charles Schwab, HP and Compaq.
- Includes two new readings in the Linking New Technology and Novel Customer Needs section, as well as a new case on GoToLogix. The section on Internal Corporate Venturing includes a new case on Pitney Bowes Inc.
- Part Five has a new case and a new reading in the New Product Development section (Vitreon Corporation); It also has two new cases in the Building Competencies/Capabilities Through New Product Development (ITC, Genetech).

PART FIVE

- Part Five has 3 new cases (Intel Centrino, SAP, and Nike’s Global Women’s Fitness Business)

CONTENTS

Technology and Innovation
CASE I-1 Elio Engineering, Inc.
CASE I-2 Advent Corporation
CASE I-3 Pixim (A)
CASE I-4 Management Criteria for Effective Innovation
CASE I-5 Defining the Minimum Winning Game in Hi-Tech Ventures
CASE I-6 Assessing Your Organization’s Capabilities: Resources, Processes, & Priorities
CASE I-6 Electronic Arts in 1995
CASE I-7 Electronic Arts in 2002
CASE I-8 Electronic Arts in 2005: The Next Generation of Convergence
CASE I-7 The Art of High-Technology Management

Part Two Design and Implementation of Technology Strategy: an Evolutionary Perspective Technological Evolution
CASE II-1 Patterns of Industrial Innovation
CASE II-2 Exploring the Limits of the Technology S-Curve. Part I: Component Technologies
CASE II-3 The U.S. Telecommunications Industry: 1996-1999
CASE II-4 Slouching Toward Broadband – Revisited in 2005
CASE II-5 SAP America
CASE II-6 Digital Creation and Distribution of Music: Revisited in 2005
CASE II-7 Digital Creation and Distribution of Music: Revisited in 2005
CASE II-8 Competing Technologies: An Overview
CASE II-9 Finding the Balance: Intellectual Property in the Digital Age
CASE II-10 Note on New Drug Development in the United States
CASE II-11 Gunfire at Sea: A Case Study of Innovation
CASE II-12 Architectural Innovation: The Reconfiguration of Existing Product Technologies and the Failure of Established Firms
CASE II-12 Hewlett-Packard: The Flight of the Kittyhawk
CASE II-11 Intel Corporation: The DRAM Decision
CASE II-13 Intraorganizational Ecology of Strategy Making and Organizational Adaptation: Theory and Field Research
CASE II-14 Strategic Dissonance
CASE II-15 Strategic Intent
CASE II-11 Infosys Consulting in 2006: Leading the Next Generation of Business and Information Technology Consulting
CASE II-12 Inside Microsoft: The Untold Story of How the Internet Forced Bill Gates to reverse Course
CASE II-13 Intel Corporation: Strategy for the 1990s
CASE II-14 Inside Microsoft: The Untold Story of How the Internet Forced Bill Gates to Reverse Course
CASE II-16 Let Chaos Reign, Then Rein in Chaos—Repeatedly
CASE II-15 Charles Schwab & Co., Inc., in 1999
CASE II-16 Charles Schwab in 2007
CASE II-17 HP and Compaq Combined: In Search of Scale and Scope
READING II-17 Managing the Strategic Dynamics of Acquisition Integration Part Three: Enactment of Technology Strategy—Developing a Firm’s Innovative Capabilities Internal and External Sources of Technology
READING III-1 Capturing the Returns From Research
READING III-2 The Lab That Ran Away from Xerox
READING III-3 Perfecting Cross-Pollination
READING III-4 Transforming Invention into Innovation: The Conceptualization Stage
READING III-5 The Transfer of Technology from Research to Development
READING III-6 Adsorptive Capacity: A New Perspective on Learning and Innovation
CASE III-1 NEC: A New R&D Site in Princeton
CASE III-2 Cisco Systems, Inc.: Acquisition Integration for Manufacturing
READING III-7 Note on Lead User Research
CASE III-3 What’s the Big Idea?
READING III-8 Eager Sellers and Stony Buyers
CASE III-4 GolfLogix: Measuring the Game of Golf
READING III-9 Misleading Methods of Financial Analysis
READING III-10 Living on the Fault Line Internal Corporate Venturing
CASE III-5 Pitney Bowes Inc.
CASE III-6 Cisco Systems, Inc.: Implementing ERP
CASE III-7 R.R. Donnelley & Sons: The Digital Division
CASE III-8 Intel Corporation: The Hood River Project
CASE III-9 3M Optical Systems: Managing Corporate Entrepreneurship
READING III-10 At 3am, A Struggle Between Efficiency and Creativity
READING III-11 Managing the Internal Corporate Venturing Process: Some Recommendations for Practice
READING III-12 Managing Internal Corporate Venturing Cycles
READING III-13 Ambidextrous Organizations: Managing Evolutionary and Revolutionary Change
Enactment of Technology Strategy—Creating and Implementing a Development Strategy
New Product Development
READING IV-1 Communication Between Engineering and Production: A Critical Factor
CASE IV-1 Vitreon Corporation: The Hyalite Project Who wrote this?
READING IV-2 The New Product Learning Cycle
CASE IV-2 Eli Lilly: The Evista Project
“Heavyweight” Development Teams
READING IV-4 Finding the Right Job for Your Product
Building Competence/ Capabilities Through New Product Development
CASE IV-3 The ITC eChoupal Initiative
READING IV-5 Creating Project Plans to Focus Product Development
READING IV-6 The New Product Development Map
READING IV-7 Accelerating the Design-Build-Test Cycle for Effective New Product Development
Conclusion: Innovation Challenges in Established Firms
CASE IV-7 GMD: A New “Platform” Strategy for Growth
CASE IV-8 SAP AG in 2006: Driving Corporate Transformation
READING V-1 Building a Learning Organization David A. Garvin
READING V-2 The Power of Strategic Integration
CASE V-3 Nike’s Global Women’s Fitness Business: Driving Strategic Integration
5 Myths about the N-Generation
- How the N-Gen brain processes information differently
- Implication for Education and 7 Guidelines for Educators
- Upheaval in the Workforce and 7 ways to Attract and Engage Young Talent
- Parenting 2.0: It Takes a Village
- The Net Generation as Citizen: Transforming Democracy

ICONOCLAST
By Gregory Berns
2008 (September 2008) / 256 pages
A Professional Reference Title

No organization can survive without iconoclasts - innovators who single-handedly upturn conventional wisdom and manage to achieve what so many others deem impossible. Though indispensable, true iconoclasts are few and far between. In Iconoclast, neuroscientist Gregory Berns explains why. He explores the constraints the human brain places on innovative thinking, including fear of failure, the urge to conform, and the tendency to interpret sensory information in familiar ways. Through vivid accounts of successful innovators ranging from glass artist Dale Chihuly to physicist Richard Feynman to country/rock trio the Dixie Chicks, Berns reveals the inner workings of the iconoclast's mind with remarkable clarity. Each engaging chapter goes on to describe practical actions we can each take to understand and unleash our own potential to think differently - such as seeking out new environments, novel experiences, and first-time acquaintances. Packed with engaging stories, science-based insights, potent practices, and examples from a startling array of disciplines, this engaging book will help you understand how iconoclasts think and equip you to begin thinking more like an iconoclast yourself.

CONTENTS
Introduction--Doing What Can't Be Done
Chapter 1--Seeing Like an Iconoclast
Chapter 2--From Perception to Imagination
Chapter 3--Fear: The Inhibitor of Action
Chapter 4--How Fear Distorts Perception
Chapter 5--Why the Fear of Failure Makes People Risk Averse
Chapter 6--Brain Circuits for Social Networking
Chapter 7--Private Spaceflight: A Case Study of Iconoclasts Working Together
Chapter 8--When Iconoclast Becomes Icon

DISRUPTING CLASS
How Disruptive Innovation Will Change the Way the World Learns
By Clayton M Christensen, Harvard Business School, Curtis W Johnson and Michael B Horn
2008 / 288 pages
A Professional Reference Title

With his blockbuster bestseller The Innovator’s Dilemma, Clayton M. Christensen created the classic model for growth and change in corporations and cultures. Now, taking a cue from Bill Gates’ 2005 critique of the American school system, he applies his theory of “disruptive innovation” to a much-needed evolution in educational technologies—offering new opportunities and challenges for the business community. Christensen brilliantly shows how tomorrow’s innovations in education will change the way the world learns—and what businesses can do to meet those changing demands today.

In Growing Up Digital, Don Tapscott revealed how the digital world created a generation that thought, played, and related to their world in a way radically different from that of their parents. In a fascinating follow-up to his seminal work, Growing Up Digital revisits the Net Generation as the eldest of its members turns 30, enters the workforce and marketplace, and establishes their roles as life-long learners and contributors to society. Based on a $4 million research project he led, Tapscott investigates how this dynamic generation is redefining today’s workplace, marketplace, schools, family, and governments by looking at how they learn and work, and what power and influence they hold.

Grown Up Digital reveals:
- The 8 Net Generation Norms from Freedom to Speed

In Closing the Innovation Gap, Entrepreneur and former Cisco CTO Judy Estrin explores the evolution of science and technology after World War II to illustrate why innovation is so crucial to economic, social, and cultural development. Without a thriving “innovation ecosystem,” says Estrin, the United States will not be able to leverage rapidly-changing conditions and prevail in the emerging global economy. She outlines the distinctive life-cycles of each area of this ecosystem—research, development, and application—and goes on to describe the forces that are eroding it, explaining clearly how and why companies and countries lose their innovative edge. Then she offers practical advice and guidance on what business leaders, policy makers, entrepreneurs, and educators can do to reignite the spark of scientific and technological creativity in organizations and the country.

CLOSING THE INNOVATION GAP
Reigniting the Spark of Creativity in a Global Economy
By Judy Estrin
2009 (August 2008) / 272 pages
A Professional Reference Title
Entrepreneur and former Cisco CTO Judy Estrin explores the evolution of science and technology after World War II to illustrate why innovation is so crucial to economic, social, and cultural development. Without a thriving “innovation ecosystem,” says Estrin, the United States will not be able to leverage rapidly-changing conditions and prevail in the emerging global economy. She outlines the distinctive life-cycles of each area of this ecosystem—research, development, and application—and goes on to describe the forces that are eroding it, explaining clearly how and why companies and countries lose their innovative edge. Then she offers practical advice and guidance on what business leaders, policy makers, entrepreneurs, and educators can do to reignite the spark of scientific and technological creativity in organizations and the country.

GROWN UP DIGITAL
How the Net Generation is Changing Your World
By Don Tapscott, Harvard Business School Press
2009 (October 2008) / 384 pages
ISBN: 978-0-07-150863-6
A Professional Reference Title
In Growing Up Digital, Don Tapscott revealed how the digital world created a generation that thought, played, and related to their world in a way radically different from that of their parents. In a fascinating follow-up to his seminal work, Growing Up Digital revisits the Net Generation as the eldest of its members turns 30, enters the workforce and marketplace, and establishes their roles as life-long learners and contributors to society. Based on a $4 million research project he led, Tapscott investigates how this dynamic generation is redefining today’s workplace, marketplace, schools, family, and governments by looking at how they learn and work, and what power and influence they hold.

Grown Up Digital reveals:
- The 8 Net Generation Norms from Freedom to Speed
**THE WAR FOR WEALTH**

The True Story of Globalization, or Why the Flat World is Broken

By Gabor Steingart

2008 (April 2008) / 304 pages


A Professional Reference Title

If globalization’s cheerleaders are right and the world is indeed flat, then it’s tilted heavily toward the East. In this provocative look at globalization and its discontents, agenda-setting journalist Gabor Steingart challenges the cadre of well-known globalization supporters—from Thomas Friedman and other media personalities to economists to the politicians that are enabling this transfer of jobs and wealth—to show how the same free-trade policies that are responsible for the Asian economic miracle are destroying the West’s way of life and standard of living. Using numerous examples, The War for Wealth demonstrates how China and other Asian powerhouses have turned the sources of our economic might against us, and shows how we will continue to lose wealth and prosperity if we continue down the current path. To resolve these issues, Steingart makes a strong case for controversial fixes, such as a NATO-like trans-Atlantic trade agreement and a rethinking of our most basic trade policies.

**CONTENTS**

Introduction
Chapter1 Rethinking Globalization: A Question of Survival
Chapter2 Europe Over All: The Dress Rehearsal for Globalization
Chapter3 The American Century: A Final Appraisal
Chapter4 New Rivals: The Asian Challenge
Chapter5 The Flat World is Broken
Chapter6 Aggressive Asia: A Threat to World Peace?
Chapter7 The United States of the West: It’s a Journey, Not a Destination

Interview with Nobel Prize Winner - Paula A. Samuelson: “The Market Has No Brain”

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**GEMBA KAIZEN**

A Commonsense, Low-Cost Approach to Management

By Masaaki Imai

1997 / 384 pages

ISBN: 978-0-07-031446-7

ISBN: 978-0-07-118908-8 [IE]

A Professional Reference Title

(Internal Edition is not for sale in Japan.)

**CONTENTS**

1 What is Gemba? House of Gemba.
2 Managers’ Roles in Gemba.
3 Foundations of Gemba Kaizen.
4 How to Implement Gemba Kaizen.
5 Major Activities to Promote Gemba Kaizen.
6 What Comes After Gemba Kaizen.
7 Human Aspects of Gemba Kaizen.
KAIZEN
The Key to Japan’s Competitive Success
By Masaaki Imai
1986 / 260 pages
A Professional Reference Title
(International Edition is not for sale in Japan.)

CONTENTS
1. Kaizen, The Concept
2. Improvement East and West
3. Kaizen by Total Quality Control
4. Kaizen - The Practice
5. Kaizen Management
6. The Kaizen Approach to Problem Solving
7. Changing the Corporate Culture
Appendices / Index

LEADERSHIP
(Professional References)

LEADERSHIP POWER PLAYS
By Business Week
2007 (December 2006) / 224 pages
ISBN: 978-0-07-147559-4
A Professional Reference Title
http://www.businessweek.com/powerplays

The new Power Plays series from BusinessWeek analyzes the hard-hitting, highly focused insights from the biggest power players in business, such as Warren Buffett and Steve Jobs, on a range of topics essential for success in today’s competitive market. Each book includes real case studies, proven strategies, and the keen industry insight that has made BusinessWeek the world’s number-one author-ity. Each specialized playbook showcases the top industry leaders and headline-making success stories that everyone wants to know about—and learn from.

- Features the wisdom of top business power players, including Jack Welch, Steve Jobs, Ken Chenault, and Bill Weldon
- Packed with best-practice sidebars, call-outs, how-to strategies, to-do lists, and insider advice in a breezy, no-nonsense style
- Arms managers and executives with tools they can put to work immediately
- Each book will include interactive features and downloads on BusinessWeek.com
- This practical book shows how to adapt the winning strategies of the world’s most successful leaders-including insights into figures like Jack Welch and A. G. Lafley.

CONTENTS
1) Jack Welch: How to Run GE
2) Steve Ballmer: Remaking Microsoft
3) George David: UTC’s Unsung CEO
4) Alan G. Lafley: The P&G Revolution
5) Carlos Ghosn: Nissan’s Boss
6) Norman Adami: It’s Norman Time at Miller
7) Dick Parsons: Rescuing AOL Time Warner
8) Andy Stern: Can This Man Save Labor?
9) Jamie Houghton: Back from the Brink at Corning
10) T.K. Kurien: Wipro is Taking a Page from Toyota’s Playbook
11) Howard Solomon: The Personal Business of Forest Laboratories
12) Terry Semel: Yahoo! Act Two
13) Arthur Levinson: Genetech’s Medicine Man
14) Fujio Mitarai: Putting the Flash Back in Canon

Leading by Example
By Harvard Business School Press
2007 (August 2007) / 96 pages
A Harvard Professional Reference Title

Wondering how the most accomplished leaders from around the globe have tackled their toughest challenges? Now you can find out—with Lessons Learned. Concise and engaging, each volume in this new series offers 12-14 insightful essays by top leaders in business, the public sector, and academia on the most pressing issues they’ve faced. The contributors share surprisingly personal anecdotes and offer authoritative and practical advice drawn from their years of hard-earned experience. The series launches with three volumes, each of which centers on a timely topic:

- Leading by Example: Discover the secrets to leading effectively—from top executives at KPMG Worldwide, Quest Diagnostics, Virgin Galactic, and other giants.
- Managing Your Career: Find out how to identify and achieve the career you want—from exceptional leaders at McKinsey & Company, Lloyds TSB Group, Heidrick & Struggles, among others.
- Managing Change: Learn how to lead major transformation efforts—from successful change champions at Philips Lighting, JP-Morgan Chase, Coca Cola Company, and other top firms.

A crucial resource for today’s busy executive, Lessons Learned gives you instant access to the wisdom and expertise of the world’s most talented leaders.

WHAT TYPE OF LEADER ARE YOU?
By Ginger Lapid-Bogda
2007 (April 2007) / 288 pages
A Professional Reference Title

An internationally popular method that unlocks the full leadership potential within everyone. The most successful leaders are those who continuously working on their self development to move beyond their type limitations. What Type of Leader Are You? reveals how you can use the powerful Enneagram system to determine your leadership personality type and, more important, use that information to maximize your effectiveness in the workplace. The author, an internationally recognized Enneagram expert, helps you determine your personality types based on the nine-number system. She then offers detailed guidance on fully utilizing that knowledge in order to excel in seven key leadership competencies, including results, communication, strategy, and teamwork.
CONTENTS
1: Understanding Who You Are (Enneagram Typing chapter)
2: Drive for Results
3: Strive for Self-Mastery
4: Know the Business
5: Communicate Skillfully
6: Think and Act Strategically
7: Develop Others
8: Make Optimum Decisions
9: Build and Lead High-Performing Teams
10: Take Charge of Change
11: Summary chapter

LEADERS WE NEED
And What Makes Us Follow
By Michael Maccoby
2007 (November 2007) / 240 pages
ISBN: 978-1-422-10166-7
A Harvard Professional Reference Title

A leader is: someone people follow. But why do people follow? Books abound on leaders, but much less is known about followers. In The Leaders We Need, Maccoby steps into this yawning gap in the literature. This insightful book shows that followers have their own powerful motivations to follow. Many relate to their leader as to some important person from the past—a parent, a sibling, a close friend. With major shifts in family structure and other social changes (especially transformations in technology and work life), these “transferences” have grown complex-making leaders’ work more challenging. The key for modern-day leaders? Being sensitive to how a group’s collective psychology and social context shape its leadership needs.

THE SECRET TO GE’S SUCCESS
By William Rothschild
2007 (December 2006) / 288 pages
ISBN: 978-0-07-147593-8
A Professional Reference Title

Learn why GE has always had the best inventors, the best strategic planners, and the best results. William Rothschild, who witnessed GE’s revolution firsthand, explains the five keys that made GE a global phenomenon—and gives managers a complete toolkit for duplicating its remarkable success. He explains the GE Code—the hallmark of all GE leadership teams—and provides a far-ranging prescriptive plan for strategizing the GE way.

CONTENTS
Foreword by Jeffrey A. Krames
Part I: Aim for Market Leadership in Every Cycle [Edison to Coffin]
Part II: Diversify the Business Portfolio [Cordiner to Jones]
Part III: Manage the Portfolio Strategically [The Jack Welch Revolution]
Part IV: Back to the Future Strategy [The Inmelt Era]

MICROMESSAGING: WHY GREAT LEADERSHIP IS BEYOND WORDS
By Stephen Young
2007 (October 2006) / 224 pages
A Professional Reference Title

Should you sweat the small stuff? Absolutely, says Stephen Young—especially when it comes to those critical behaviors that can make or break performance. The reason is simple: no matter what you think you’re saying, your words, gestures, and tone of voice can actually communicate something entirely different. Too often, negative micromessages undermine morale, business opportunities, and ultimately your organization. Micromessaging examines the nuanced behaviors that we all blindly use and react to in our dealings with others. Yet as Young points out, these micromessages can reveal a lot about our own-and our superiors’-biases and preconceived notions. Learning how to constructively address these behaviors can bring about positive change. Young offers a common language for encouraging open discussion in the workplace, along with skills to identify and address unfamiliar micromessages; tools for deploying microadvantages; and real-life workplace scenarios, self-assessments, and solutions that help readers interpret and alter ingrained behaviors and their effects.

CONTENTS
1. What You Don’t See Can Kill You
2. Birds Do It, Bees Do It, Even Babies Do It
3. It’s Global—“And You Thought It Was Just You”
4. New Words—New Ways
5. Is This About Faking It?
6. Can I Believe What I See?
7. I’ve Seen This Before—or Have I?
8. In the Air and Everywhere
9. I Put a Spell on You
10. Breaking the Spell

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Website: www.mheducation.asia
Human Resource Management/Leadership (Professional References)

ROI OF HUMAN CAPITAL
2nd Edition
By Joe Fitz-Enz, Saratoga Institute
2009 (March 2009) / 336 pages
ISBN: 978-0-8144-1332-6
A Professional Reference Title

The lifeblood of any business enterprise is its people. Yet it wasn’t until the publication of the groundbreaking book The ROI of Human Capital that there was a reliable way to quantify the contributions of people to corporate profit. The second edition contains new material on topics including corporate outsourcing, developments in behavioral science, and advances in trending and forecasting that have dramatically changed the way organizations measure the bottom line effect of employee performance. Utterly up-to-date, this is the go-to resource for organizations performing the essential task of measuring the value of their people.

CONFIDENT LEADER
How the Most Successful People Go from Effective to Exceptional
By Larina Kase
2009 (August 2008) / 256 pages
A Professional Reference Title

Many people who want to advance in their career or business are faced with an innate fear of change—even positive change that could move them forward. Using cutting-edge research to help readers become true leaders in their fields, Larina Kase provides strategies to help readers move out of their comfort zones and better distinguish the positive decisions and actions that will dramatically propel their success. She includes interviews with top business thinkers such as Seth Godin, Joe Vitale, Annie McKee, and Tim Sanders. Apply the lessons in this book to:

- Discover why you don’t do what you need to do
- Empower yourself and others to stay motivated
- Transform fear of change into a positive driver for success
- Face uncomfortable situations with grace and poise

CONTENTS
Introduction: The Discomfort Zone for Peak Performance
Part I: 6 Principles for GROWTH in the Discomfort Zone
1: Principle 1: Win with the Right Decisions
2: Principle 2: Get Your Vision and Intention
3: Principle 3: Realize Your Commitment
4: Principle 4: Organize Your Support
5: Principle 5: Turn Anxiety into Optimal Energy
6: Principle 6: Harness Your Strengths and Release Control
Part II: How to Use The Discomfort Zone to Overcome Common Leadership Problems
7: Create and Communicate a Compelling Vision
8: Overcome Procrastination and Boost Your Productivity
9: Be Authentic and Project Likeability and Confidence
10: Promote Yourself to Propel Yourself
11: Make Decisions with Clarity and Certainty
12: Gain Composure and Keep Control over Your Emotions
13: End Resistance and Stimulate Enthusiasm in Others
14: Develop Others and Increase Their Self-Mastery
15: Provide Outstanding Service to Customers
16: Handle Conflict and Difficult Situations with Ease
17: Master the Challenge of Championing Change

FOUNDATIONS OF HUMAN RESOURCE DEVELOPMENT
2nd Edition
By Richard A. Swanson, University of Minnesota and Elwood Holton, Louisiana State University
2009 (March 2009) / 504 pages
ISBN: 978-1-576-75496-0
A Professional Reference Title

In Foundations of Human Resource Development, the leading scholars in the field present the essential guidebook for the human resource development (HRD) profession. Drawing on an extensive, rigorous knowledge base, Swanson and Holton update their classic single volume compilation of the foundational materials of the profession. Their work is supplemented with contributions from Richard W. Herling, Sharon S. Naquin, Wendy E. A. Ruona, Richard J. Torrac, and Karen E. Watkins. Written to be useful for both experts and novices, this new book provides a much-needed, up-to-date overview of the state of the profession as well as the terminology and processes required for sound HRD practice and study. Foundations of Human Resource Development establishes the contribution of HRD to contemporary organizations.

TALENT ON DEMAND
By Peter Cappelli, Harvard Business School Press
2008 / 304 pages
ISBN: 978-1-422-10447-7
A Professional Reference Title

Executives everywhere acknowledge that finding, retaining, and growing talent counts among their toughest business challenges. Yet to address this concern, many are turning to talent management practices that no longer work—because the environment they were tailored to no longer exists. In today’s uncertain world, managers can’t forecast their business needs accurately, never mind their talent needs. An open labor market means inevitable leaks in your talent pipeline. And intensifying competition demands a maniacal focus on costs. Traditional investments in talent management wind up being hugely expensive, especially when employees you’ve carefully cultivated leave your firm for a rival. In Talent on Demand, Peter Cappelli examines the talent management problem through a radical new lens. Drawing from state-of-the-art supply chain management and numerous company examples, he presents four new principles for ensuring that your organization has the skills it needs—when it needs them. In this book, you’ll discover how to:
- Balance developing talent in-house with buying it on the open market
- Maximize returns on your talent investments
- Replicate external job market dynamics by creating an in-house market that links available talent to jobs
- Improve the accuracy of your talent-need forecasts
- Enhance your talent’s self-management
- Improve the accuracy of your talent investments
- Maximize returns on your talent investments
- Replicate external job market dynamics by creating an in-house market that links available talent to jobs
- Practical and provocative, Talent on Demand gives you the ideas and tools you’ll need to match the supply of talent to your demand for it—today and tomorrow.
It is often said that the only true source of sustained competitive advantage is people. But what does that mean and how can this be measured and managed? How many organizations know whether their human capital outperforms their competitors', or even whether it improves year-over-year? And what is the strategy for continually improving that performance? The New Human Capital Strategy is a roadmap for delivering measurable business results by systematically improving the performance of those in roles most important to customers and shareholders. Proposing a radical shift in the way organizations measure and manage their people, the book asserts that competitive advantage is a function of four areas of strength:

* effective executive teams
* leaders who deliver results
* outperforming competitors in key positions
* workforce performance

Using examples, research, and metrics, this essential guide provides readers with a system for ensuring that their people are more valuable this year than the last.

**THE NEW HUMAN CAPITAL STRATEGY**
*By Bradley Hall*

2008 (January 2008) / 240 pages

A Professional Reference Title

**TOYOTA TALENT**
*By Jeffrey Liker and David Meier*

2007 (April 2007) / 240 pages
ISBN: 978-0-07-147745-1

A Professional Reference Title

Toyota doesn’t just produce cars; it produces talented people. In the international bestseller, The Toyota Way, Jeffrey Liker explained Toyota’s remarkable success through a 4P model for excellence—Philosophy, People, Problem Solving, and Process. Liker, with coauthor David Meier, provided deeper insight into the practical application of the principles in The Toyota Way Fieldbook. Now, these authorities on Toyota reveal how you can develop talented people and achieve incredible results in your company. Toyota Talent walks you through the rigorous methodology used by this global powerhouse to grow high-performing individuals from within. Beginning with a review of Toyota’s landmark approach to developing people, the authors illustrate the critical importance of creating a learning and teaching culture in your organization. They provide specific examples necessary to train employees in all areas—from the shop floor to engineering to staff members in service organizations—and show you how to support and encourage every individual to reach his or her top potential. Toyota Talent provides you with the inside knowledge you need to:

- Identify your development needs and create a training plan
- Understand the various types of work and how to break complicated jobs into teachable skills
- Set behavioral expectations by properly preparing your workforce
- Recognize and develop potential trainers within your workforce
- Effectively educate nonmanufacturing employees and members of the staff
- Develop internal Lean Manufacturing experts

Guiding you with expert tips and training aids, as well as real-world examples drawn from the authors’ two decades of research and field work, Liker and Meier show you how to get the most out of people who live and breathe your company’s philosophy—and who work together toward a common goal.

**CONTENTS**

Section 1- People Create Learning Organizations
Chapter 1: Toyota’s Approach to Developing People
Chapter 2: The Importance of Developing People
Chapter 3: Creating a Teaching and Learning Culture in Your Company
Chapter 4: Standardized Work as the Foundation for Training

Section 2- The Job Instruction Method
Chapter 5: Preparation for Training
Chapter 6: Create a Job Breakdown
Chapter 7: Present the Operation
Chapter 9: Follow Up to Ensure Success
Chapter 10: Training examples for non-repetitive manufacturing jobs

Section 3- Developing Other Members of the Organization
Chapter 11: Case Example of Non-routine Jobs: Developing Engineers
Chapter 12: Developing Internal Lean Coaches
Chapter 13: Final Considerations
EVERYTHING I KNOW ABOUT BUSINESS I LEARNED AT MCDONALD’S
The 7 Leadership Principles that Drive Break Out Success
By Paul Facella and Adina Genn
2009 (October 2008) / 256 pages
A Professional Reference Title

What is it about McDonald’s that has made it not only the number-one fast-food franchise in the world, but a branding icon second only to Coca-Cola for worldwide name recognition? Few people are as well qualified to answer that question as Paul Facella. Beginning behind the counter at age sixteen, Facella literally grew up in the company’s culture. From counter, to grill, to Executive Vice President, Facella, over the course of his distinguished thirty-four year career at McDonald’s, developed an intimate knowledge of the fast-food behemoth’s management practices as well as personal ties to its legendary leaders, including founder Ray Kroc, and former president Ed Rensi and former CEO Fred Turner. In Everything I Know About Business I Learned at McDonald’s Paul Facella takes you inside to offer for a uniquely intimate and authoritative look at the McDonald’s organization, system, and culture. He extracts powerful lessons for managers, executives, and entrepreneurs in all industries on leadership, people development, and teamwork.

TOYOTA’S SUPPLY CHAIN MANAGEMENT
A Strategic Approach to Toyota’s Renowned System
By Ananth Iyer, Sridhar Sesadri and Roy Vasher
2009 (March 2009) / 272 pages
A Professional Reference Title

A Toyota insider and two supply chain experts reveal the top management secrets behind one of the most successful operations in the world. “Supply chain excellence” has become a hot-button phrase among managers in high-production industries. Few organizations have a more efficient supply chain than Toyota, which makes them the perfect model for your leadership mission. This step-by-step guide gives you an inside look at the company’s proven operational methods that connect offices, plants, facilities, and vendors around the world.

CONTENTS
Ch1. The BullWhip Effect
Ch 2. Supply Chain Overview
Ch 3. Mix planning
Ch 4. Sales Planning and Forecasting
Ch 5. Production scheduling
Ch 6. Parts ordering and forecasting
Ch 7. Inbound logistics
Ch 8. Suppliers
Ch 9. Production operations
Ch 10. Outbound Logistics
Ch 11. Dealers
Ch 12. The Toyota Way in review
Ch 13. How to apply Toyota Way principles to non-automotive supply chains

McGRAW-HILL’S CONQUERING THE GMAT MATH
By Robert Moyer, Fort Valley State College
2009 (January 2009) / 352 pages
A Professional Reference Title

The perfect math-refresher, McGraw-Hill’s Conquering GMAT Math gives you in-depth practice and intensive review for every type of math problem on the GMAT. This book provides a comprehensive overview of every test topic through sample exams and answered problems that increase in difficulty—helping to build conceptual and problem-solving skills.

CONTENTS
Part I: Introduction
1. The GMAT Mathematics Section
2. The Mathematics You Need to Review
Part II: Item Formats
3. GMAT Problem Solving Questions
4. GMAT Data Sufficiency Questions
Part III: Basic Mathematics Review
5. Number Properties
6. Arithmetic Computation
7. Algebra
8. Geometry
Part IV: Practice Tests
GMAT Math Practice Test 1
GMAT Math Practice Test 2

GLOBAL BUSINESS POWER PLAYS
How the Masters of International Enterprise Reach the Top of Their Game
By BusinessWeek
2008 (October 2007) / 192 pages
A Professional Reference Title

The Last Word in Success from the First Name in Business. BusinessWeek’s Power Plays series analyzes insights from the biggest power players in business on essential topics in today’s market. Each book includes real case studies, Monday morning strategies, power moves that tackle key business problems head-on, and the keen industry knowledge that has made BusinessWeek the world’s number-one authority.

CONTENTS
Introduction
1. China.net
2. Ratan Tata: From Overgrown Conglomerate to an Agile Global Force
3. Bertelsmann: Making a Bundle Off Old Media in Former Soviet Bloc
4. Europe: Can It Grow Again
5. United States: Hispanic Nation
6. Huawei: More Than A Local Hero
7. Columbia: Extreme Investing
8. Toyota: Reinventing the Auto Industry
9. Planet Starbucks: Go Global, Grow Quickly
11. Toshiba: Keeping Innovation Out of Rivals’ Hands
12. Ferdinand K. Piëch: Tightening the Grip at VW
13. Trends: Tech Future
**THE MCKINSEY ENGAGEMENT**
*By Paul N Friga*
2008 (March 2008) / 224 pages
ISBN: 978-0-07-149741-1
A Professional Reference Title

A breakthrough guide on problem solving, The McKinsey Engagement delivers proven methodologies from the most recognized brand in the business world. Bringing together the solution-centric culture and behavior revealed in The McKinsey Way with the top-notch analytical skills taught in The McKinsey Mind, Paul Friga reveals the team building and communication methodologies used by all McKinsey consultants to ensure that the solutions they offer “stick.” Friga provides “road tested” business advice and problem-solving techniques that McKinsey consultants use to consistently achieve breakthrough results for the world’s most discriminating business clients. The theory, tools, best practice examples, exercises, and training tips will be of benefit, whether you’re with a consulting firm, corporation, are in academics, or wish to improve your problem-solving abilities.

**INFLUENCER: The Power to Change Anything**
*By Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan and Al Switzer*
2008 (August 2007) / 288 pages
A Professional Reference Title

From the New York Times bestselling authors of Crucial Conversations... Whether your goal is to change minds, change markets, or change the world—anything is possible for an influencer. We all want to learn how to help ourselves and others change behavior. And yet, in spite of the fact that we routinely observe how others change behavior. And yet, in spite of the fact that we routinely observe how others change behavior, we often feel helpless to exert our own influence. From the world’s top influence masters, INFLUENCER shares eight powerful principles for changing behaviors—principles almost anyone can apply to change almost anything.

**BEN BERNANKE’S FED**
*By Ethan S Harris*
2008 / 256 pages
ISBN: 978-1-422-12584-7
A Professional Reference Title

Ben Bernanke’s swearing in as Federal Reserve chairman in 2006 marked the end of Alan Greenspan’s long, legendary career. To date, the new chair has garnered mixed reviews. Business economists see him as the best-qualified successor to Greenspan, while many traders and investors worry that he’s too academic for the job. Meanwhile, ordinary Americans do not even know who he is. How will Bernanke’s leadership affect the Fed’s actions in the coming years? How will Bernanke build on Greenspan’s success, but also put his own stamp on the Fed? What will all this imply for businesses and investors? In Ben Bernanke’s Fed, Ethan Harris provides exceptional insights into these crucial issues. Engaging and discerning, this book demystifies the man who has stepped into what many describe as the second most powerful job in America.

**McGRAW-HILL’S GMAT, 2009 EDITION**
*3rd Edition*
*By James Hasik, Stacey Rudnick and Ryan Hackney*
2008 / 528 pages
ISBN: 978-0-07-159844-6 (with CD-ROM)
A Professional Reference Title

Completely revised and updated for 2009, McGraw-Hill’s GMAT brings all of McGraw-Hill’s business and education expertise to bear on helping you achieve the best score possible. It’s packed with topic reviews, test-taking strategies, up-to-the-minute test information, and plenty of practice tests and drills. Authoritative and practical, it’s the ideal tool to help you get ready for test day.

**CONTENTS**

McGraw-Hill’s GMAT: Introduction

Part One--The Quantitative Section
Chapter 1--The Techniques of GMAT Problem Solving
Chapter 2--Data Sufficiency
Chapter 3--Basic Principles of Numbers
Chapter 4--Algebraic Equations and Analytical Geometry
Chapter 5--Probability and Statistics
Chapter 6--GMAT Geometry
Chapter 7--Boolean Problems and Combinatorics

Part Two--The Verbal and Writing Sections
Chapter 8--Critical Reasoning
Chapter 9--Sentence Correction
Chapter 10--Reading Comprehension
Chapter 11--The Analytical Writing Assessment

Part Three--Beyond the GMAT
Chapter 12--Choosing the Right Program
Chapter 13--Getting Admitted
Chapter 14--Getting Ready to Survive B-School
Chapter 15--Recruiting and Career Management

Part Four--The Practice Tests
Practice Tests
Answer Keys
Answers and Explanations
Answer Sheets

**OWNERSHIP QUOTIENT**
*By James L Heskett, W Earl Sasser and Joe Wheeler of Harvard Business School*
2008 (December 2008) / 272 pages
A Professional Reference Title

Organizations worldwide have used a groundbreaking tool—the service-profit chain—to improve business performance. In The Ownership Quotient, the authors reveal the next level of thinking about the service-profit chain based on recent research into exemplary companies. Heskett, Sasser, and Wheeler extend the service-profit chain to include customer and employee “owners.” Customer-owners are so satisfied with their experience that they relate their stories to others, persuade them to try a product, and provide constructive criticism and new product ideas. Employee-owners exhibit such enthusiasm for their organization that they infect customers with similar satisfaction. Citing companies as diverse as Harrah’s Entertainment, ING Direct, Build-a-Bear Workshop, and Wegmans Food Markets, this book shows you how to:

- Identify your customer-owners
- Delight them by consistently exceeding their expectations in ways they truly value
- Foster an ownership culture throughout your company
Measure and grow your “ownership quotient” among customers and employees

Powerful and practical, The Ownership Quotient is your playbook for pushing performance to unprecedented levels.

THINK BETTER
An Innovator's Guide to Productive Thinking
By Tim Hurson
2008 / 300 pages

A Professional Reference Title

In today's business environment, innovation and creativity are at a premium. Corporate consultant Tim Hurson shows you how to think more productively—no matter what professional level you’re at. According to Hurson, we can be retrained to think again—and think better. For the past 25 years, he’s been teaching the world’s largest organizations how to use Productive Thinking—based on more than 50 years of academic research that Hurson has distilled into a proven 6-step system. Think Better is filled with fun, stimulating ways to spark fresh ideas, discover unexpected solutions, and implement new strategies... faster, smarter, and better than readers would have ever thought possible.

CONTENTS
Why Think Better?
Monkey Mind, Gator Brain and the Elephant’s Tether
Kaizen vs. Terkaizen
Stay in the Question
The Miracle of the Third Third
Six Steps to PT model
Great Answer (Wrong question)
Ten Thousand Failures
Review and Guide to Using Productive Thinking
Steps to Help Establish Habit of Thinking Productively

A SENSE OF URGENCY
By John P Kotter, Harvard Business School
2008 (September 2008)
ISBN: 978-1-422-17971-0

A Professional Reference Title

Most organizational change initiatives fail spectacularly (at worst) or deliver lukewarm results (at best). In his international bestseller Leading Change, John Kotter revealed why change is so hard, and provided an actionable, eight-step process for implementing successful transformations. The book became the change bible for managers worldwide. Now, in A Sense of Urgency, Kotter shines the spotlight on the crucial first step in his framework: creating a sense of urgency by getting people to actually see and feel the need for change. Why focus on urgency? Without it, any change effort is doomed. Kotter skillfully weaves 25 years of experience studying Toyota with the insider Toyota experience of Mike Hoseus and The Center for Quality People and Organizations, a group founded to teach the Toyota Way to outside organizations and support training at Toyota. Toyota Culture helps your company to change their culture so that individuals at all levels can achieve exceptional results.

CONTENTS
1. It All Starts With a Sense of Urgency
2. Contentment, Fear, and Anger: Pervasive yet Unseen
3. Increasing Urgency: A Strategy that Works
4. Tactic One: Bring the Outside In
5. Tactic Two: Use a Crisis
6. Tactic Three: Act Urgent Every Day
7. Tactic Four: Deal with “NoNo”
8. Keep Urgency Up
9. The Future: Start Today

TOYOTA CULTURE
The Heart and Soul of the Toyota Way
By Jeffrey Liker
2008 (December 2007) / 288 pages
ISBN: 978-0-07-149217-1

A Professional Reference Title

Toyota has changed the economic and business landscape, and in The Toyota Way, Jeffrey K. Liker explained that this success was the result of consistently applying four key management principles for organizational excellence—Philosophy, People, Problem Solving, and Process. In Toyota Talent, authors Liker and Meier explained how people are trained to perform their jobs at exceptional levels. Now Liker and coauthor Mike Hoseus delve even deeper to explore how Toyota creates and maintains a culture that sustains consistent growth, innovation, profitability, and mutual prosperity between the company and its employees. Liker skillfully weaves 25 years of experience studying Toyota with the insider Toyota experience of Mike Hoseus and The Center for Quality People and Organizations, a group founded to teach the Toyota Way to outside organizations and support training at Toyota. Toyota Culture helps your company to change their culture so that individuals at all levels can achieve exceptional results.

CONTENTS
Part One: The Context and the Challenge
1. The Problem and the Countermeasures
2. Inputs and Outputs: Philosophy, People, and Problem Solving
Part Two: The Process—The Competent People Value Stream
3. Attract Competent and Trainable People
4. Develop Competent and Able People
5. Engage Competent and Wiling People
6. Enroll Competent and Committed People
Part Three: People and Culture Supporting Processes
7. Teamwork
8. Clean and Safe Work Environment
9. Two-Way Communication
10. Management Accountability to Employees
Part Four: Organizational Supporting Processes—Human Resource Management
11. Stable Employment and Manpower Management
12. Fairness and Consistent Policies and Practices
13. Recognition and Corrective Action
14. Hoshin Kanri—Policy Deployment
Part Five: How to Guide the Implementation of the Competent People Value Stream
15. Implementation Strategies Guide

McGRAW-HILL'S CONQUERING THE GMAT VERBAL AND WRITING
By Doug Pierce
2008 (May 2008) / 352 pages

A Professional Reference Title

An intensive review for those times when your verbal skills need polishing, McGraw-Hill’s Conquering GMAT Verbal and Writing includes full-length sample tests, skill-building exercises, and strategies students need for higher scores.

CONTENTS
McGraw-Hill’s Conquering GMAT Verbal
Part I: Introduction
1. GMAT Verbal

154
potential to unleash enormous pro-

Mobilizing Minds, the authors distill their research into
to any market change, leverage any opportunity, and sail past the
With the right design, your organization will have the capabilities to
accomplished through organizational design and redesign. That's

It is imperative for corporations to put the same energy used for new
products and processes into organizational design. That's where the
money is. That's where the opportunities lie. That's the key to surviv-
ning and prospering in the 21st century.
Creating and retaining knowledge workers
Establishing disciplined decision making

Drucker’s penetrating questions, posed to those seeking his advice, helped business, corporate, and political leaders throughout the 20th century to see their work in a new perspective, and create phenomenal innovation. Edersheim’s extensive interviews with some of these luminaries, including Warren Bennis, Ram Charan, Bill Gates, George Gallup, Jr. and A.G. Lafley offer compelling commentary on Drucker’s vast influence. Delivering keen analysis and revealing insights into business, The Definitive Drucker is a celebration of this extraordinary man and his life’s work, as well as a unique opportunity to learn from Drucker’s final business lessons how to strategize, compete, and triumph in any market.

CONTENTS
Introduction
Chapter 1: The New Challenges For Management In The 21st Century
Chapter 2: Customers
Chapter 3: Innovation and Abandonment
Chapter 4: Collaboration and Orchestration
Chapter 5: People and Knowledge
Chapter 6: Disciplined Decision-Making
Chapter 7: The Role of the CEO

FIVE MINDS FOR THE FUTURE
By Howard Gardner, Harvard Business School Press
2007 (February 2007) / 208 Pages
ISBN: 978-1-591-39912-4
A Harvard Professional Reference Title

We live in a time of vast changes. And those changes call for entirely new ways of learning and thinking. In Five Minds for the Future: Howard Gardner defines the cognitive abilities that will command a premium in the years ahead:

- the disciplinary mind—mastery of major schools of thought (including science, mathematics, and history) and of at least one professional craft
- the synthesizing mind—ability to integrate ideas from different disciplines or spheres into a coherent whole and to communicate that integration to others
- the creating mind—capacity to uncover and clarify new problems, questions, and phenomena
- the respectful mind—awareness of and appreciation for differences among human beings and human groups
- the ethical mind—fulfillment of one’s responsibilities as a worker and citizen

World-renowned for his theory of multiple intelligences, Gardner takes that thinking to the next level in this book, drawing from a wealth of diverse examples to illuminate his ideas. Concise and engaging, Five Minds for the Future will inspire lifelong learning in any reader as well as provide valuable insights for those charged with training and developing organizational leaders—both today and tomorrow.

LESSES LEARNED: MANAGING CHANGE
By Harvard Business School Press
2007 (September 2007) / 112 pages
ISBN: 978-1-422-11858-0
A Harvard Professional Reference Title

Wondering how the most accomplished leaders from around the globe have tackled their toughest challenges? Now you can find out—with Lessons Learned. Concise and engaging, each volume in this new series offers 12-14 insightful essays by top leaders in industry, the public sector, and academia on the most pressing issues they’ve faced. The contributors share surprisingly personal anecdotes and offer authoritative and practical advice drawn from their years of hard-earned experience. The series launches with three volumes, each of which centers on a timely topic:

- Leading by Example
Managing Change

A crucial resource for today’s busy executive, Lessons Learned gives you instant access to the wisdom and expertise of the world’s most talented leaders.

50 Lessons’ digital library holds more than 500 individual lessons from over 100 high-profile leaders from industry, the public sector, and academia from companies and institutions around the world.

CONTENTS

Lessons Learned: Managing Change TOC Final
1.) Peter Birch Director, Trinity Mirror Former CEO, Abbey National Don’t Delay Change
2.) John Whybrow Chairman, Wolseley Former President & CEO, Philips Lighting Change Today, Not Tomorrow
3.) Laura Tyson Director, Morgan Stanley Former White House National Economic Advisor Don’t Let Bureaucracy Block Change
4.) David Brandon Chairman & CEO, Domino’s Pizza Change Is Good
5.) Sir Nick Scheele Director, British American Tobacco Former President & COO, Ford Motor Company Change Comes Through Consistent Communication
6.) William Harrison Director, Merck Former Chairman, JPMorgan Chase You Must Adapt To Change
7.) James Strachan Director, Legal & General Former Chairman, Audit Commission Change is Simple
8.) Shelly Lazarus Chairman & CEO, Ogilvy & Mather Worldwide General Electric Make It Comfortable To Take A Risk
9.) John Roberts Former CEO, United Utilities Reposition To Culture Change
10.) Maurice Levy Chairman & COO, Publicis Groupe Re-inventing An Organization
11.) Stephen Tindale Executive Director, Greenpeace UK Re-inventing An Organization
12.) Mel Lagomasino Director, Avon Products Former Director, Coca Cola Company Know When To Fold Your Hand
13.) Paul Skinner Chairman, Rio Tinto Former Group Managing Director, Royal Dutch/Shell Group Monitor Your Business Environment and Anticipate Change
14.) John Abele Co-Founder, Boston Scientific Changing A Culture and Anticipate Change

SEDUCED BY SUCCESS
How the Best Companies Survive the 9 Traps of Winning

By Robert Herbold
2007 (March 2007) / 288 pages
ISBN: 978-0-07-148183-0
A Professional Reference Title

Don’t let success put your company on the road to ruin. In Seduced by Success, Robert J. Herbold, the former Chief Operating Officer of Microsoft, shows you how to avoid the nine traps of success—the “legacy practices” that almost felled such giants as General Motors, Kodak and Sony. Herbold, a 26-year-veteran of Procter & Gamble who lived through each trap, gives you proven tactics for preventing arrogance, bloat, and neglect while capitalizing on your accomplishments, sustaining your momentum, and retaining your position in the marketplace. The nine traps every successful organization must avoid are

Neglect: Sticking with Yesterday’s Business Model
Pride: Allowing Your Products to Become Outdated
Boredom: Clinging to Your Once-Successful Branding
Complexity: Ignoring Your Business Processes
Bloat: Rationalizing Your Loss of Speed and Agility
Mediocrity: Letting Your Star Employees Languish
Lethargy: Getting Lulled into a Culture of Comfort
Timidity: Not Confronting Turf Wars and Obstructionists
Confusion: Unwittingly Conducting Schizophrenic Communications

These mistakes cut your business legs off at the knees, destroying your ability to recognize and meet the need for change. Herbold shows you how to avoid these landmines by

Continually revitalizing your brands and products
Demanding new approaches to “proven” practices
Maintaining speed and agility through strong leadership
Making sure employees are empowered to achieve and not handicapped by bureaucracy
Using an exciting new product to overhaul your culture

For each success trap, Herbold provides illuminating examples of top companies that were seduced by their success—as well as others that managed to maintain and even broaden their achievements. Seduced by Success is the best way to ensure your company sustains its success for the long term.

CONTENTS

Part 1: Sticking with yesterday’s Business Model
Part 2: Allowing Your Products to Slip into Mediocrity
Part 3: Clinging to Your Once Successful Branding After it Becomes State and Boring
Part 4: Ignoring Your business Processes as They Become Cumber-some and Complex
Part 5: Rationalizing Your Loss of Speed and Agility
Part 6: Condoning Poor Performance and Letting Your State Employees Languish
Part 7: Getting Lulled into a Culture of Comfort, Casualness and Confidence
Part 8: Not Confronting Turf Wars, In-fighting and Obstructions
Part 9: Unwittingly Providing Schizophrenic Communications
Part 10: the Key to Continual Success: A Questioning Attitude

MANAGER’S TOOLKIT
By Harvard Business School Press
2007 (April 2007) / 352 pages
ISBN: 978-1-422-11868-9
A Harvard Professional Reference Title

This comprehensive guide is an essential primer for managers who seek to develop the skills and capabilities that will help them excel in a complex business world. From hiring and retaining good people to motivating and developing team members, from understanding key financial statements to delegating work effectively, and from setting goals for others to managing your own career, the actionable advice in this guide will help you stay at the top of your game.
Imagine a secular corporation in which profit has spiritual overtones ... where the corporate motto is “Respect the Divine and Love People,” and where passion and vision have supplanted the long-term business plan ... most tellingly, a corporation in which employees have a unique slogan: “What we like to do next is what people tell us we can never do.”

These are the tenets of a real company led by one of Japan’s most dynamic and charismatic entrepreneurs. The principles under which it runs may be counter to everything you have ever learned about management. These principles are precisely what this book is about.

“If your motivation and your methods are virtuous,” Kazuo Inamori writes, “you need not worry much about the result.” To the amazement of cynics, his unusual insistence on not pursuing profit but “letting it follow our actions” has made the companies he founded among the most profitable enterprises in the world. A Passion for Success presents Inamori’s personal business philosophies as they illuminate universal struggles of the human spirit within competitive markets. Young or old—successful or striving—you are sure to find it original, compelling, and deeply inspirational.

CONTENTS

HOW TO SUCCEED IN LIFE

A Formula for Success
The Drama Called Life
Learn from Your Elders
Seek a Purpose in Life
See Yourself As You Are
Succeed One Step at a Time
Live by a Formula for Success
A Conversation with Kazuo Inamori on the Formula for Success

Ability
Admit What You Cannot Do
Force Yourself to Excel
Overcome Yourself
Be Bold and Sensitive
Master Your Instincts
Focus Your Intellect
Project Your Ability
Build Your Character
A Conversation with Kazuo Inamori on Ability

Effort
Why Work?
Break through the Wall
Open a New Era
Love Your Job
Concentrate on One Thing
Open Your Own Path
Sound Mind, Sound Body
Live a Contrite Life
Let Books Expand Your Horizon
Infuse Your Energy into Others
Live One Earnest Day at a Time
A Conversation with Kazuo Inamori on Effort

Attitude
Never Lose Hope
Seek Righteousness
Avoid the Easy Way
Heaven or Hell?
Trust from Within
See Things As They Are
Attention to Detail
Rely on Your Subconscious Mind
Make Sense
Truths and Principles
A Conversation with Kazuo Inamori on Attitude

HOW TO SUCCEED IN BUSINESS

Passion for Success
The Drama Called “Enterprise”
Passion Leads to Success
Passion with a Pure Mind
“Amoeba” Management
A Conversation with Kazuo Inamori on Passion

Profit
Don’t Pursue Profit; Let It Follow Your Efforts
The Purpose of Business
Pursue Profit Fairly
The Essence of Business
Make Customers Happy
Pricing Is Management
Market-Set Pricing
Follow P&L Daily
An Unselfish Look at Profit
Nourish Our Business
Set a Visible Goal
Wrestle in the Center of the Ring
Put Your Company before Yourself
The Bull and the Bear
The Bubble Economy
A Conversation with Kazuo Inamori on Profit

Ambition
Ambition: Possess an Ardent Desire
Get Fired Up!
Be the Center of Your Vortex
Never Stop Dreaming
Think You Can
Is My Motive Virtuous?
Set a Higher Goal
Apply Your Gift
Elevate Your Purpose
A Conversation with Kazuo Inamori on Ambition

Sincerity
Sincerity Begets Love and Harmony
Use Your Heart as the Base
Earn Customers’ Respect
Align Our Vectors
Criteria for Decision Making
Be a Humble Leader
Possess Dual Extremes
Big Love, Little Love
Evaluate, Assign, Follow Up
Guide with Great Love
Win Trust by Caring
Communicate with All Your Heart
Bridge the Generation Gap
A Conversation with Kazuo Inamori on Sincerity

Strength
Strength: Lead with Courage
Have the Courage to Sacrifice
Set a Moral Example
Do What You Preach
Open Your Own Future
Prepare for a Challenge
Be Tough On Yourself
Devote Yourself to Business
A Conversation with Kazuo Inamori on Strength
Innovation
- Innovate Constantly
- Leaders, Be Creative
- Simplify Your Thinking
- Burst with Energy
- Raise Your Mental Dimension
- Face Difficulties Head-on
- Don’t Lose Your “Base”
- Reach for True Creativity
- Rely on Yourself
- Japanese Management

A Conversation with Kazuo Inamori on Innovation

Optimism
- Optimism: Always Remain Positive
- Begin with a Vision
- Get High on Your Dream
- Remove Any Fear of Failure
- Manufacturing Is an Art
- Break Free of Common Sense
- Develop a Positive Outlook
- Conceive Optimistically

A Conversation with Kazuo Inamori on Optimism

Never Give Up
- Never Give Up: Try Harder Than Anyone Else
- Elevate Your Desire
- Pursue Your Infinite Possibilities
- Be a Stern Taskmaster
- Deciding to Withdraw
- A Worthy Task
- Strive for Perfection
- Light Your Own Way
- Lead Selflessly
- Question Organization
- Village Wisdom
- A Lesson from Chimpanzees

A Conversation with Kazuo Inamori on Persistence

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TIME-DRIVEN ACTIVITY-BASED COSTING

By Robert S. Kaplan, Harvard Business School Press and Steven Anderson
2007 (April 2007) / 288 pages
ISBN: 978-1-422-10171-1

A Harvard Professional Reference Title

In the classroom, activity-based costing (ABC) looks like a great way to manage a company’s limited resources. But executives who have tried to implement ABC in their organizations on any significant scale have often abandoned the attempt in the face of rising costs and employee irritation. Time-Driven Activity-Based Costing is the solution to the problems associated with large-scale ABC implementation. In this book, Kaplan and Anderson offer a revised model where managers can estimate the resource demands imposed by each transaction, product, or customer, rather than rely on time-consuming and costly employee surveys. In their new model, Kaplan and Anderson focus on the two parameters managers need to estimate: how much it costs per time unit to supply resources to the business activities (the total overhead expenditure of a department divided by the total number of minutes of employee time available) and how much time it takes to carry out one unit of each kind of activity (as estimated or observed by the manager). Rather than endlessly updating and maintaining ABC data, this book with allow managers to spend their time addressing the deficiencies the model reveals: inefficient processes, unprofitable products and customers, and excess capacity. Kaplan and Anderson lead the discussion of Time-Driven ABC in the first seven chapters, followed by individual cases studies of actual implementations by Acorn consultants in diverse settings.

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MY SECRET LIFE ON THE McJOB

Lessons from Behind the Counter Guaranteed to Supersize any Management Style

By Jerry Newman, SUNY Buffalo
2007 (December 2006) / 240 pages
ISBN: 978-0-07-147365-1

A Professional Reference Title

From minimum-wage floor sweepers to corner office kings, anyone with a job can learn something from Jerry Newman’s experience behind the counter at major fast food restaurants. My Secret Life on the McJob reveals brilliantly simple “Supersized Management Principles” that many Fortune 500 bosses still haven’t grasped.

CONTENTS
Chapter 1: Would You Like Fries With That?
Chapter 2 Rules of the Fry Spy Game
Chapter 3: McJob Isn’t McEasy
Chapter 4: Hire Me Please — Will Work for Whoppers
Chapter 5: Wendy’s Wages
Chapter 6: Sandwich Assembly 101
Chapter 7: The Great Cheese Wars & Other Tales From Behind the Counter
Chapter 8: Lap Dancing and the Double O’s
Chapter 9: I Quit, You’re Fired
Chapter 10: Management Lessons From Fast Food
Chapter 11: Life Lessons From Fast Food

WHAT WERE THEY THINKING?

By Jeffrey Pfeffer, Stanford University-Harvard Business School Press
2007 (July 2007) / 256 pages
ISBN: 978-1-42-210312-8

A Harvard Professional Reference Title

Every day companies and their leaders fail to capitalize on opportunities because they misunderstand the real sources of business success. Based on his popular column in Business 2.0, Jeffrey Pfeffer delivers wise and timely business commentary that challenges conventional wisdom while providing data and insights to help companies make smarter decisions. The book contains a series of short chapters filled with examples, data, and insights that challenge questionable assumptions and much conventional management wisdom. Each chapter also provides guidelines about how to think more deeply and intelligently about critical management issues. Covering topics ranging from managing people to leadership to measurement and strategy, it’s good organizational advice, delivered by Dr. Pfeffer himself.

CONTENTS
Chapter 1. What Were They Thinking? Avoiding Common Management Mistakes
PART I. PEOPLE-CENTERED STRATEGIES
Chapter 2. The Face of Your Business: It’s People, Not Software, that Build Customer Relationships
Chapter 3. Making Companies More Like Communities
Chapter 4. A Blueprint for Success: Spend More on Training
Chapter 5: How Companies Get Smarter: Taking Chances and Making Mistakes
Chapter 6: Why Employees Should Lead Themselves
PART II. PEOPLE MANAGEMENT PRACTICES
Chapter 7. Stop Picking Employees’ Pockets—It Seldom Fixes Anything
Chapter 8: Lap Dancing and the Double D’s
Chapter 9. Why Spy on Your Employees? Building Trust in the Workplace
Chapter 10: All Work, No Play? Maybe Long Hours Doesn’t Pay
Chapter 11: Sins of Commission: Fixing Incentives
Chapter 12. More Mr. Nice Guy: Why Cutting Benefits is a Bad Idea
Chapter 13. Resumes Don’t Tell: Pick People for What They Can Do, Not What They May Have Done
PART III. LEADERSHIP: BUILDING AND EFFECTIVELY EXERCISING INFLUENCE
Chapter 14. The Courage to Rise Above: Don’t Be Afraid to Stand Out
Chapter 15. Executive-in-Chief: The Importance of Framing and Repetition
Chapter 16. How to Turn on the Charm: Building Influence through Real Human Interaction for a Change
Chapter 17. A Field Day for Executives: The Benefits of Knowing What Your Organization Actually Does
Chapter 18. The Whole Truth and Nothing But
Chapter 19. Refuse to Lose: Persistence Pays
Chapter 20. No More Excuses
PART IV. MANAGING ORGANIZATIONS: MEASUREMENT AND STRATEGY
Chapter 21. The Real Budget Crisis: Stop Rewarding Forecasting and Negotiating Instead of Real Performance
Chapter 22. Shareholder Return is the Wrong Measure of Performance
Chapter 23. Dare to be Different
Chapter 24. Curbing the Urge to Merge
Chapter 26. Don’t Believe the Hype About Strategy
Chapter 27. What to Do—and Not Do—About Executive Pay
Chapter 28. Stopping Corporate Misdeeds: How We Teach the Wrong Lessons

Rapid Transformation
By Behnam Tabrizi
2007 (November 2007) / 336 pages
ISBN: 978-1-422-11889-4
A Harvard Professional Reference Title

In Chasing the Rabbit, four-time Shingo Prize winner, noted author, and celebrated MIT lecturer Steven Spear shares his insights on how companies—whether small or global—can achieve the impossible by constantly raising the bar through self-improvement and innovation. Spear introduces a new approach that equips readers to challenge prevailing assumptions and strategies, even when they seem to be working, and to recognize and exploit market dynamics that can drive sustained competitive advantage. Spear’s approach is supported with case studies from a broad array of industries, including manufacturing, technology, and healthcare, to illustrate how ordinary companies can achieve extraordinary performance.

The Execution Premium
By Robert Kaplan and David Norton
2008 (July 2008)
ISBN: 978-1-422-12116-0
A Harvard Professional Reference Title

In a world of stiffening competition, business strategy is more crucial than ever. Yet most organisations struggle in this area - not with formulating strategy but with executing it, or putting their strategy into action. Owing to execution failures, companies realise just a fraction of the financial performance promised in their strategic plans. It doesn’t have to be that way, maintain Robert Kaplan and David Norton in The Execution Premium. Building on their breakthrough works on measurement and strategy management, the authors describe a multistage system that enables you to gain measurable benefits from your carefully formulated business strategy. Drawing on extensive research and detailed case studies from a broad array of industries, The Execution Premium presents a systematic and proven framework for achieving the financial results promised by your strategy.

On Competition
Updated Edition
2008 (October 2008) / 576 pages
ISBN: 978-1-422-12696-7
A Harvard Professional Reference Title

For the past two decades, Michael Porter’s work has towered over the field of competitive strategy. On Competition. Updated Edition brings together more than a dozen of Porter’s landmark articles from the Harvard Business Review. Five are new to this edition, including the 2008 update to his classic “The Five Competitive Forces That
Shape Strategy,” as well as new work on health care, philanthropy, corporate social responsibility, and CEO leadership. This collection captures Porter’s unique ability to bridge theory and practice. Each of the articles has not only shaped thinking, but also redefined the work of practitioners in its respective field. In an insightful new introduction, Porter relates each article to the whole of his thinking about competition and value creation, and traces how that thinking has deepened over time. This collection is organized by topic, allowing the reader easy access to the wide range of Porter’s work. Parts I and II present the frameworks for which Porter is best known frameworks that address how companies, as well as nations and regions, gain and sustain competitive advantage. Part III shows how strategic thinking can address society’s most pressing challenges, from environmental sustainability to improving health-care delivery. Part IV explores how both nonprofits and corporations can create value for society more efficiently applying strategy principles to philanthropy. Part V explores the link between Strategy and Leadership.

CONTENTS
Part I Competitive Strategy: Core Concepts
1. The Five Competitive Forces That Shape Strategy (January 2008 HBR Version)
2. What Is Strategy?
3. How Information Gives You Competitive Advantage
4. Strategy and the Internet (NEW TO THIS EDITION, 2001 HBR article)
5. From Competitive Advantage to Corporate Strategy
Part II The Competitiveness of Locations
6. The Competitive Advantage of Nations
7. Clusters and Competition: New Agendas for Companies, Governments, and Institutions
8. Competing Across Locations: Enhancing Competitive Advantage through a Global Strategy
Part III Competitive Solutions to Societal Problems
9. Green and Competitive: Ending the Stalemate
10. The Competitive Advantage of the Inner City
11. Redefining Competition in Health Care (NEW TO THIS EDITION, 2004 HBR article)
Part IV Strategy, Philanthropy, and Corporate Social Responsibility
13. The Competitive Advantage of Corporate Philanthropy (2002 HBR article)
14. Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility
Part V Leadership
15. Seven Surprises for New CEOs (2004 HBR article)

THE DISNEY WAY
By Bill Capodagli and Lynn Jackson
2007 (October 2006) / 256 pages
ISBN: 978-0-07-147815-1
A Professional Reference Title
The original edition of The Disney Way was awarded a coveted “Best Business Book of the Year” by Fortune magazine. The world’s foremost experts on Disney, Bill Capodagli and Lynn Jackson revealed Walt’s secret success formula that propelled his company into the highest echelon of business, creativity, innovation, and success. Now this fully revised edition profiles a new set of diverse organizations—from The Cheesecake Factory, Ernst and Young, and Four Seasons Hotels and Resorts, to Griffin Hospital, John Robert’s Spa, and Men’s Wearhouse—that have redefined their businesses by embracing The Disney Way. Walt’s “dream, believe, dare, do” credo is a powerful foundation that will support any business, drive any team, and guide any leader to newfound levels of success.

LEADING INNOVATION
How to Jump Start Your Organization’s Growth Engine
By Jeff DeGraff and Shawn Quinn
2007 (August 2006) / 350 pages
ISBN: 978-0-07-147018-6
A Professional Reference Title
Leading Innovation presents a unique, holistic approach to creating innovation at all levels of your organization. Authors Jeff DeGraff and Shawn Quinn have created a real-world, how-to playbook of integrated creativity tools and techniques for understanding where innovation comes from and harnessing its power to create a culture where real growth happens on a constant basis. Based on DeGraff’s proven methods—which he teaches in his innovation program at the University of Michigan Ross School of Business and has applied at Fortune 500 companies around the world—this breakthrough guide focuses on systematically integrating business practices and connecting them to the value propositions they produce. You’ll discover how to diagnose obstacles to innovation, realistically assess your options, and develop an integrated program of action that can be adjusted to meet the needs of any group, department, or business unit throughout your organization. You’ll learn the key steps to double-digit growth, sparking innovation in your:

- Leadership—teams, development, and behavior
- Strategic planning—identifying emerging opportunities
- Organizational culture and competency development
- Performance management—resource allocation, portfolio management

STRATEGY POWER PLAYS
By BusinessWeek
2007 (December 2006) / 224 pages
ISBN: 978-0-07-147560-0
http://www.businessweek.com/powerplays
A Professional Reference Title
The new Power Plays series from BusinessWeek analyzes the hard-hitting, highly focused insights from the biggest power players in business, such as Warren Buffett and Steve Jobs, on a range of topics essential for success in today’s competitive market. Each book includes real-case studies, proven strategies, and the keen industry insight that has made BusinessWeek the world’s number-one authority.
Innovation incubation processes-stage-gate development processes, innovation networks

- Human resource management-staffing, team building, organizational learning

Throughout, insightful case studies demonstrate how these results-driven methods are supported by senior leadership at GE, Reuters, Coca-Cola, Pfizer, Johnson & Johnson, Eaton, and other leading innovators.

THE DEFINITIVE DRUCKER
By Elizabeth Haas Edersheim
2007 (December 2006) / 256 pages
A Professional Reference Title

For sixteen months before his death, Elizabeth Haas Edersheim was given unprecedented access to Peter Drucker, widely regarded as the father of modern management. At Drucker’s request, Edersheim, a respected management thinker in her own right, spoke with him about the development of modern business throughout his life—and how it continues to grow and change at an ever-increasing rate. The Definitive Drucker captures his visionary management concepts, applies them to the key business risks and opportunities of the coming decades, and imparts Drucker’s views on current business practices, economic changes, and trends—many of which he first predicted decades ago. It also sheds light onto issues such as why so many leaders fail, the fragility of our economic systems, and the new role of the CEO. Drucker’s insights are divided into five main themes that the modern organization needs to, as Drucker would say, “create tomorrow” by

- Connecting with customers
- Innovating without abandoning what works
- Developing lasting partnerships
- Creating and retaining knowledge workers
- Establishing disciplined decision making

Drucker’s penetrating questions, posed to those seeking his advice, helped business, corporate, and political leaders throughout the 20th century to see their work in a new perspective, and create phenomenal innovation. Edersheim’s extensive interviews with some of these luminaries, including Warren Bennis, Ram Charan, Bill Gates, George Gallup, Jr. and A.G. Lafley offer compelling commentary on Drucker’s vast influence. Delivering keen analysis and revealing insights into business, The Definitive Drucker is a celebration of this extraordinary man and his life’s work, as well as a unique opportunity to learn from Drucker’s final business lessons how to strategize, compete, and triumph in any market.

CONTENTS
Foreword / Introduction
Chapter 1: The New Challenges For Management In The 21st Century
Chapter 2: Customers
Chapter 3: Innovation and Abandonment
Chapter 4: Collaboration and Orchestration
Chapter 5: People and Knowledge
Chapter 6: Disciplined Decision-Making
Chapter 7: The Role of the CEO

CATALYST CODE
by David Evans and Richard Schmalensee
2007 (April 2007) / 240 pages
A Harvard Professional Reference Title

In an economy where markets, consumers, and technology are ever-changing and increasingly interdependent, economic catalysts—businesses that bring together a number of groups who need each other and make it easy for them to work together—are essential. Think of the credit card industry. This trillion dollar industry brings merchants and consumers together. Google creates value for its customers, and makes billions for itself, by bringing searchers and advertisers together. Companies that do this right—and transform their pricing practices, incentive plans, and organizational structures—are today’s power brokers. Of course, catalysts have been around as long as marketplaces. But now, more than ever, they drive the economy. Doing business in this world isn’t for the faint of heart—but Catalyst Code maps it out, showing where the opportunities—and pitfalls—lie.

REDEFINING GLOBAL STRATEGY
By Pankaj Ghemawat
2007 (August 2007) / 288 pages
ISBN: 978-1-59-139866-0
A Harvard Professional Reference Title

Why do so many global strategies fail—despite companies’ powerful brands and other border-crossing advantages? Seduced by market size, the illusion of a borderless, “flat” world, and the allure of similarities, firms launch one-size-fits-all strategies. But cross-border differences are larger than we often assume, explains Pankaj Ghemawat in Redefining Global Strategy. Most economic activity—including direct investment, tourism, and communication—happens locally, not internationally. In this “semiglobalized” world, one-size-fits-all strategies don’t stand a chance. Companies must instead reckon with cross-border differences. Ghemawat shows you how—by providing tools for:

- Assessing the cultural, administrative, geographic, and economic differences between countries at the industry level and deciding which ones merit attention.
- Tracking the implications of particular border-crossing moves for your company’s ability to create value.
- Creating superior performance with strategies optimized for adaptation (adjusting to differences), aggregation (overcoming differences), and arbitrage (exploiting differences), and for compound objectives.
- In-depth examples reveal how companies such as Cemex, Toyota, Procter & Gamble, Tata Consultancy Services, IBM, and GE Healthcare have adroitly managed cross-border differences—as well as how other well-known companies have failed at this challenge.

Crucial for any business competing across borders, this book will transform the way you approach global strategy.
OPERATION CHINA
2007 (November 2007) / 208 pages
A Harvard Professional Reference Title

China has matured as a market—and the game has changed. Yesterday, multinationals grappled with fundamental strategic choices: Do we go to China? Whom do we partner with? Where should we invest? Winning in China was all about achieving approval to enter the market, picking the right joint venture partner and selling in the right few cities to the right customers. Execution didn’t matter as much as privileged access—through government and partner relationships. Today, China is teeming with MNCs and local competitors. Government is no longer the main driver of deals. Barriers to entry have fallen. Regulations are less of a factor. Partners are no longer required in many industries. Winning now depends on great execution: effectively and efficiently developing, marketing, producing, and channeling goods to customers and growing and retaining a talent base. In Operation China, Jimmy Hexter and Jonathan Woetzel explain how you can achieve superior execution in China—through operations including talent management, product development, information technology, procurement, supply-chain management, manufacturing, and sales and marketing, and distribution. Based on over two decades of consulting experience for both local and multinational operations in China and extensive research on what drives success in operating in China, this book helps you get your operations right in the new competitive arena defining China today.

WAL-SMART
What It Really Takes to Profit in a Wal-Mart World
By William Marquard
2007 (December 2006) / 256 pages
ISBN: 978-0-07-147516-7
A Professional Reference Title

Wal-Mart is not just a book about Wal-Mart. It’s about the principles of leadership in a Wal-Mart economy. No matter what industry you work in, Wal-Mart influences the way you do business. In providing a new level of convenience, discount pricing, and efficiency, Wal-Mart has changed the rules of the global economy, the customer expectations for every business—and the ways your organization must deliver to keep up. Is it even possible to thrive in a world ruled by this, and other, industry giants? Yes, it is possible—if you’re “Wal-Smart,” says Bill Marquard. The architect of Wal-Mart’s first-ever strategic planning process, Marquard takes you on a rare tour of what’s really driving Wal-Mart’s success, from its powerful process disciplines to its hidden management “DNA” to its simple, but elegant, productivity loop. Wal-Mart answers our most gut-wrenching question as business leaders in any industry: Now that we’re immersed in the Wal-Mart world, what are we going to do about it? Marquard prescribes the smart choices you need to make in every aspect of your business: as competitors, suppliers, employers, and community members. Throughout are stories of triumph and of defeat that distill the critical strategic choices you must make to win in the shadow of any giant of industry . . . or to become a giant yourself. Wal-Mart equips leaders, managers, and anyone in the business community with the essential strategies that really work to survive and thrive in this brave, new Wal-Mart world.

CONTENTS
Preface / Introduction: Choose or Lose
Part One: The Changing Business Landscape
1. The Wal-Mart Economy: How the Super Retailer has Changed Our World
2. DNA of Success: An introduction to the 5 Key Strategies that Have Made Wal-Mart the Super Power it is
Part Two: Beating the 5 Strategies That Have Changed How You Do Business
3. Low Prices
4. Squeezing Suppliers
5. Brands for Mass Consumption
6. Location
7. Convenient, One-Stop Shopping
8. Competitors’ Conundrum: More Smart Choices for Competing Wisely
9. The Supplier’s Bargain: More strategies specifically for people who feel the great price squeeze
11. Choosing to Win: Final thoughts on thriving in the Wal-Mart Economy

THE STARBUCKS EXPERIENCE
5 Principles of Turning Ordinary into Extraordinary
By Joseph Michelli
2007 (September 2006) / 208 pages
ISBN: 978-0-07-147784-0
A Professional Reference Title

You already know the Starbucks story. Since 1992, its stock has risen a staggering 5,000 percent! The genius of Starbucks success lies in its ability to create personalized customer experiences, stimulate business growth, generate profits, energize employees, and secure customer loyalty—all at the same time. The Starbucks Experience contains a robust blend of home-brewed ingenuity and people-driven philosophies that have made Starbucks one of the world’s “most admired” companies, according to Fortune magazine. With unique access to Starbucks personnel and resources, Joseph Michelli discovered that the success of Starbucks is driven by the people who work there—the “partners”—and the special experience they create for each customer. Michelli reveals how you can follow the Starbucks way to:

- Reach out to entire communities
- Listen to individual workers and consumers
- Seize growth opportunities in every market
- Custom-design a truly satisfying experience that benefits everyone involved

Filled with real-life insider stories, eye-opening anecdotes, and solid step-by-step strategies, this fascinating book takes you deep inside one of the most talked-about companies in the world today. For anyone who wants to learn from the best—and be the best—The Starbucks Experience is a rich, heady brew of unforgettable user-friendly ideas.

CONTENTS
Principle 1: Make It Your Own
Principle 2: Everything Matters
Principle 3: Surprise and Delight
Principle 4: Embrace Resistance
Principle 5: Leave Your Mark

EXECUTING YOUR STRATEGY
By Mark Morgan, William Malek and Raymond Levitt
2007 (December 2007) / 304 pages
A Harvard Professional Reference Title

Ninety percent of businesses still fail to execute their strategies because their leaders do not understand how to break each strategy down into groups of activities and sequences of events that drive the company steadily toward its desired goal. Beyond that, managers often fail to prioritize these activities, assign responsibility for them, and decide on measures of their success. The authors argue that suc-
cessful project design translates into successful strategic execution and that projects provide the critical link between knowing the strategy and living into it. Unfortunately, people outside engineering schools have learned something about strategic planning and something about operations management, but very little about getting from one to the other. Books like The Knowing-Doing Gap address this issue at the project level, but the key problem still remains: execution depends on a great many projects managed by many people across an organization or organizations. Without careful coordination, the overall strategy will still fail. This book presents a holistic model comprised of six imperatives—Ideate, Envision, Align, Engage, Synthesize, and Transition—which will enable managers to execute corporate strategy on time and on budget.

BIG THINK STRATEGY
By Bernd Schmitt
2007 (November 2007) / 192 pages
ISBN: 978-1-42-210321-0

A Harvard Professional Reference Title

Business leaders need bold strategies to stay relevant and win. In Big Think Strategy, Schmitt shows how to bring bold thinking into your business by sourcing big ideas and executing them creatively. With the tools in this book, any leader can overcome institutionalized “small think”—the inertia, the narrow-mindedness, and the aversion to risk that block true innovation. Your reward? Big, bold, and decidedly doable strategies that excite your employees and leave your rivals scrambling. Drawing on years of advising corporate leaders on creativity and strategy development, Schmitt explains how to infuse fresh thinking into the planning process. Through his commentary on the Trojan War, the film Fitzcarraldo, and the composer Gustav Mahler, Schmitt uncovers the essence of bold leadership and the levers of revolutionary change. Abundant examples from Apple, Whole Foods, MySpace, IBM, General Electric, the Metropolitan Opera, and the Bill and Melinda Gates Foundation to name a few, show “big think strategy” in action. Tested by daring executives in a diverse range of industries, the practical ideas and tools in this book will help you leverage bold ideas in your strategic planning and position your firm uniquely for lasting market relevance and success.

HOW COUNTRIES COMPETE
By Richard Vietor
2007 (January 2007) / 320 pages

A Harvard Professional Reference Title

Business and political leaders often talk about what their respective countries must do to compete in the world economy. But what does it really mean for a country to compete, and how do they do this successfully? As the world has globalized, countries develop strategies to compete for the markets, technologies, and skills that will raise their standards of living. These government strategies can make—or break—a nation’s efforts to drive and sustain growth. In How Countries Compete, Strategy, Structure and Government in the Global Economy, Richard Vietor shows how governments set direction and create the climate for a nation’s economic development and provide rich and insightful examinations of different government approaches to growth and development—leading to both success and failure. Individual chapters focus on the unique social, economic, cultural, and historical forces that shape governments’ approach to economic growth. Countries discussed include: China, India, Japan, Singapore, the United States Mexico, Russia, Saudi Arabia, and South Africa. Vietor challenges the widespread notion that, in market-driven economies such as the United States, a strong government can only hinder business success. A provocative account and a rich resource, How Countries Compete offers potent insights into how the business environment has evolved in crucial nations—and what its trajectory might look like in the future.

DRAGONS AT YOUR DOOR
By Ming Zeng and Peter Williamson, Harvard Business School Press
2007 (May 2007) / 256 pages
ISBN: 978-1-42-210208-4

A Harvard Professional Reference Title

The new competitive challenge from Chinese businesses is like nothing seen by Western companies since the Japanese arrived twenty years ago with their cars and consumer electronics. To fend off these fierce competitors, managers must forget yesterday’s image of Chinese companies as producers of cheap, low-quality imitations flooding world markets. In fact, by strategically implementing what the authors call cost innovation, Chinese firms are advancing into high-end products and industries and competing for such high-value activities as engineering, design, and even R&D. The first book to examine this new competitive force, Dragons at Your Door exposes the strategies, strengths, and weaknesses of these fast-rising Chinese competitors, surfaces the underlying logic that enables Chinese firms to attack high-end industries, and provides critical new insight into these very different competitors.

International Business Supplements
(Professional References)

CHINDIA
How China and India are Revolutionizing Global Business
By Peter Edited by Engardio, Senior Writer, Businessweek
2007 (October 2006) / 224 pages
ISBN: 978-0-07-147657-7

A Professional Reference Title

The economic rise of China and India has changed the way the world does business—and today’s companies need to step up their game. This in-depth report, edited by a senior writer at BusinessWeek, goes beyond the headlines of the new “megamarkets” to explore how your company can stay competitive. With a diverse array of viewpoints, ideas, and forward-thinking strategies, CHINDIA focuses on how businesses can use to embrace change and encourage growth.

- Brings together reporting and analysis on China’s and India’s emerging markets, from the reporters of the world’s most widely read business magazine
- Provides need-to-know information for you to plan for the future of your business
- Features an introduction from Engardio, as well as chapter introductions explaining how the stories fit together and concluding summaries of major points for each chapter

BANGALORE TIGER
By Steve Hamm
2007 (September 2006) / 288 pages
ISBN: 978-0-07-147478-8

A Professional Reference Title

Of all the tech tigers in India, Wipro is one of a handful that stands out from the pack. In the past five years, it has become one of the most accomplished tech services providers in the world, delivering
China Now includes:

- The best regions to do business
- Nonverbal cues and culture-based signals

Business value through a combination of process excellence, quality frameworks, and service delivery innovation. Totally dedicated to customer satisfaction, Wipro is known to go above and beyond to make customers happy. It’s a move that’s paid off handsomely, with a 24 percent operating profit in its tech services division—more than twice the industry average. Bangalore Tiger is the story of Wipro’s transformation and its impact on the tech services industry and the rules of global competition. BusinessWeek senior writer Steve Hamm takes you inside the halls of this transnational phenomenon to reveal the true secrets of Wipro’s superior business: its people, principles, and core competencies. From Wipro’s triumphs to its missteps, Hamm mines a treasure of business lessons, explaining how and, more important, why it is necessary to:

- Expand quickly without stumbling
- Follow the new rules for outsourcers
- Innovate every day—or else
- Be obsessive about customers
- Motivate employees the Wipro way
- Plan three years ahead to prepare for rapid growth

Hamm also gives you a rare glimpse into the mind of Wipro’s charismatic chairman and thought leader, Azim Premji. Guiding Wipro’s growth every step of the way, Premji was one of the first business leaders in India to decree that his company would not pay bribes. You’ll see how his adoption of world-class business processes helped Wipro thrive—and how Wipro is helping to fulfill his dream of a better educated, more prosperous India. Removing the shroud of secrecy around Indian management principles, Hamm provides a real-world blueprint for operating a successful transnational organization, as viewed through the eye of the Bangalore Tiger.

CONTENTS
Part I: Taking on the West
Part II: Principles to Lead By
Part III: Build on Core Competencies
Part IV: Success Stories: How Wipro Did it
Part V: How to Inject the Dragon into Your Own Company

RAISING VENTURE CAPITAL FOR THE SERIOUS ENTREPRENEUR
By Dermot Berkery
2008 / 288 pages
A Professional Reference Title

Authoritative and comprehensive, Raising Venture Capital for the Serious Entrepreneur is an all-in-one resource book for entrepreneurs seeking venture capital from investors. This expert resource contains an unsurpassed analysis of the venture capital process, together with the guidance and strategies you need to make the best possible deal and ensure the success of your business. Written by a leading international venture capitalist and filled with case studies, charts, and exercises, Raising Venture Capital for the Serious Entrepreneur explains:

- How to develop a multistage financing map
- How to determine the amount of capital to raise and what to spend it on
- How to devise a business plan that entices investors
- How to spot the true meaning of terms in a term sheet
- How to negotiate the terms line-by-line
- How to split the rewards between founders and investors
- How to allocate control and align interests between founders/management and investors

CONTENTS
Preface
Introduction
Creditics, Inc. Case Study
Section A: Understanding the Basics of the Venture Capital Method
1. Developing a Financing Map
2. Getting to the First Stepping Stone
3. The Unique Cash Flow and Risk Dynamics of Early Stage Ventures
Section B: Raising the Finance
4. Determining the Amount of Capital to Raise and What to Spend It On
5. Getting Behind How Venture Capital Firms Think
6. Creating a Winning Business Plan
Section C: Valuing the Early Stage Venture
7. Funding Early-Stage Companies
Section D: Negotiating the Deal: Term Sheets
8. Agreeing a Term Sheet with a Venture Capitalist
9. Terms for Splitting the Rewards
10. Allocating Control Between Founders/Management and Investors
11. Aligning the Interests of Founders/Management and Investors

Section E: Exercises
12. Term Sheet Exercises
Appendix A
Appendix B

ENTREPRENEUR POWER PLAYS
How the World’s Most Dynamic Thinkers Reach the Top of Their Game
By BusinessWeek
2008 (October 2007) / 192 pages

A Professional Reference Title
The Last Word in Success from the First Name in Business. BusinessWeek’s Power Plays series analyzes insights from the biggest power players in business on essential topics in today’s market. Each book includes real case studies, Monday morning strategies, power moves that tackle key business problems head-on, and the keen industry knowledge that has made BusinessWeek the world’s number-one authority.

CONTENTS
Introduction
1. Sergey Brin and Larry Page: Keeping the Edge at Google
2. Greg Norman: All Business
3. Johnathan Wendel: Can Pro Gaming Go Legit?
4. Kevin Rose: Digg.com’s New Silicon Valley Brat Pack
5. David Schomer: Espresso Vivace Roasteria
6. China’s Power Brands: Mainland Entrepreneurs Versus Multinationals
7. Jeff Bezos: Amazon’s Risky Bet
8. Linus Torvalds: Linux, Inc.
10. Yang Yuanqing: Lenovo is China’s First Global Capitalist
11. Apollonia Poilâne and Miss Harada: Bread and Fashion Lessons from Europe
12. Robert Funk: Express Personnel’s Temp Strategy for Permanent Growth
13. Roger and Cynthia Lang: From Silicon Valley to Sun Ranch
14. TRENDS: The MySpace Generation

MARKETING FOR SMALL BUSINESSES MADE EASY
By Kevin Epstein
2007 (May 2006) / 240 pages

A Professional Reference Title
This no-nonsense, hands-on guide is the entrepreneurial marketers’ battle plan for a successful marketing program. Marketing for Small Business Made Easy contains specific action steps and to-do lists for every step of the marketing process. Real-world anecdotes and specific examples from well-known start-ups demonstrate the book’s practical skills. Author Kevin Epstein cuts through the buzzwords and marketing jargon to offer you cutting-edge advice on a variety of traditional and high-tech tools, from billboards to blogs.

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## NEW TITLES

### BUSINESS ADMINISTRATION

<table>
<thead>
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<th>2009</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
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<td>Dias</td>
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<td>169</td>
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<td>Ferrell</td>
<td>9780073511726</td>
<td>170</td>
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<td>9780077251369</td>
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</table>
Introduction to Business - Textbooks

NEW

International Edition

INTRODUCTION TO BUSINESS

By Laura Dias, Shoreline Community College and Amit J Shah, Frostburg State University

2009 (January 2008) / 544 pages
http://www.mhhe.com/diasbusiness

The introduction to business course is evolving—no longer are colleges teaching the course in a standard one-semester term. Introduction to Business takes on the changing educational environment. Based on reviewer feedback, the text has fewer chapters, more applied exercises and examples, and reinforces learning throughout. The chapters are carefully organized by learning objectives which correlate directly to all of the chapter materials and student and instructor ancillaries.

FEATURES

- Learning Objectives offer students and instructors a map of important chapter content that will be covered. These objectives are tied directly to the content as well as all of the instructor supplemental material.
- Section Outlines break the material into smaller sections and remind students to think about what they are about to learn.
- Self-Check Questions presented at the end of a section of material assess understanding; they are a great tool for addressing any area that classes and/or individual student are struggling with.

CONTENTS

Chapter One: Managing within the Dynamic Business Environment: Taking Risks and Making Profits
Chapter Two: How Economics Affects Business
Chapter Three: Competition in Global Markets
Chapter Four: Demonstrating Ethical Behavior and Social Responsibility
Chapter Five: Entrepreneurship and Starting a Small Business
Chapter Six: Management
Chapter Seven: Leadership and Motivation
Chapter Eight: Human Resource Management: Finding and Keeping the Best Employees
Chapter Nine: Marketing Businesses and Products
Chapter Ten: Product and Service Promotion
Chapter Eleven: Using Technology and Business
Chapter Twelve: Understanding Financial Information and Accounting
Chapter Thirteen: Securities Markets and Financial Institutions
Chapter Fourteen: Managing Personal Finance

INVITATION TO PUBLISH

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BUSINESS
A Changing World, 7th Edition
By O C Ferrell, University of New Mexico-Albuquerque, Geoffrey A Hirt, DePaul University and Linda Ferrell, University of New Mexico-Albuquerque

2009 (November 2008) / 624 pages
ISBN: 978-0-07-351172-6

http://www.mhhe.com/ferrell7e

Business: A Changing World is the fastest growing introductory business textbook on the market, and for a simple reason. Unlike most brief textbooks on the market, which are trimmed and spliced from much longer works into an approximation of an essentials edition, Business: A Changing World is written from the ground up to be brief, lean, and flexible enough to enable you to cover just the topics you want at the level of depth you want, plus it doesn’t inherit outdated examples from a hardback derivative. With market-leading teaching support and the most up to date content available, Business: A Changing World represents the best value available in the brief Introductory Business market. What sets Ferrell apart? An unrivaled mixture of topical depth, current content and the best teaching support around.

NEW TO THIS EDITION

- Going Green boxes: These boxes throughout the chapters highlight “green” businesses and how they are impacting the economy and the ways businesses operate. “Green” businesses are growing rapidly and are affecting marketing, human resources, accounting, production—all factors of business. These examples are incorporated throughout the text, and are meant to highlight the business aspects of these companies and not any political statements.

- “So You Want to be a ….” boxes: These boxes throughout the text highlight a variety of career choices for college students and give them helpful suggestions, advice, and resources for which they can rely on as they consider their future careers. It also gives information on professionalism and aptitudes for different types of careers. Often in Introduction to Business professors are looking for more information for students concerning their career paths (since this is often their first business course), and this is a great start.

- Sustainability focus: In addition to the Going Green boxes within the book, there is an additional focus on business responsibility and sustainability found throughout the context of the chapters. Even the paper in this new edition is made from 10% recycled paper to help demonstrate our own commitment to this issue.

- Revision of financial materials: Relevant financial information has been updated throughout the text. For example: tables and financial numbers have been updated and new information on sub prime mortgages and the securities markets has been added.

CONTENTS

Part One: Business in a Changing World
Chapter 1: The Dynamics of Business and Economics
Appendix A Guidelines for the Development of the Business Plan
Chapter 2: Business Ethics and Social Responsibility
Appendix B The Legal and Regulatory Environment
Chapter 3: Business in a Borderless World
Chapter 4: Managing Information Technology and E-Business

Part Two: Starting and Growing a Business

Chapter 5: Options for Organizing Business
Chapter 6: Small Business, Entrepreneurship, and Franchising

Part Three: Managing for Quality and Competitiveness
Chapter 7: The Nature of Management
Chapter 8: Organization, Teamwork, and Communication
Chapter 9: Managing Service and Manufacturing Operations

Part Four: Creating the Human Resource Advantage
Chapter 10: Motivating the Workforce
Chapter 11: Managing the Human Resources
Appendix C Personal Career Plan

Part Five: Marketing: Developing Relationships
Chapter 12: Customer-Driven Marketing
Chapter 13: Dimensions of Marketing Strategy

Part Six: Financing the Enterprise
Chapter 14: Accounting and Financial Statements
Chapter 15: Money and the Financial System
Chapter 16: Financial Management and Securities Markets
Appendix D Personal Financial Planning
Understanding Business by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions for three reasons: (1) The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience, (2) we listen to our customers, and (3) the quality of our supplements package. We consistently look to the experts –full-time faculty members, adjunct instructors, and of course students– to drive the decisions we make about the text itself and the ancillary package. Through a series of focus groups, symposia, as well as full-book, single-chapter, revised manuscript reviews of both text and key ancillaries, we have heard from instructors, and of course students—to drive the decisions we make about the text itself and the ancillary package. Through a series of focus groups, symposia, as well as full-book, single-chapter, revised manuscript reviews of both text and key ancillaries, we have heard the stories of more than 500 professors and their insights and experiences are evident on every page of the revision and in every supplement. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today’s real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, Understanding Business leads the way.

CONTENTS
Part 1 Business Trends: Cultivating a Business in Diverse, Global Environments
Chapter 1: Managing within the Dynamic Business Environment: Taking Risks and Making Profits
Chapter 3: Competing in Global Markets
Chapter 4: Demonstrating Ethical Behavior and Social Responsibility
Part 2 Business Ownership: Starting a Small Business
Chapter 5: Choosing a Form of Business Ownership
Chapter 6: Entrepreneurship and Starting a Small Business
Part 3 Business Management: Empowering Employees to Satisfy Customers
Chapter 7: Management, Leadership, and Employee Empowerment
Chapter 8: Adapting Organizations to Today’s Markets
Chapter 9: Producing World-Class Goods and Services
Part 4 Management of Human Resources: Motivating Employees to Produce Quality Goods and Services
Chapter 10: Motivating Employees and Building Self-Managed Teams
Chapter 11: Human Resource Management: Finding and Keeping the Best Employees
Chapter 12: Dealing with Employee–Management Issues and Relationships
Part 5 Marketing: Developing and Implementing Customer-Oriented Marketing Plans
Chapter 13: Marketing: Building Customer Relationships
Chapter 14: Developing and Pricing Products and Services
Chapter 15: Distributing Products Quickly and Efficiently
Chapter 16: Using Effective Promotional Techniques
Part 6 Managing Financial Resources
Chapter 17: Understanding Financial Information and Accounting
Chapter 18: Financial Management
Chapter 19: Securities Markets: Financing and Investing Opportunities
Chapter 20: Understanding Money, Financial Institutions and the Federal Reserve Bonus

Chapter A: Working within the Legal Environment of Business Bonus
Chapter B: Using Technology to Manage Information Bonus
Chapter C: Managing Risk Bonus
Chapter D: Managing Personal Finances

International Edition
INTRODUCTION TO BUSINESS
Gareth R Jones, Texas A&M University
2007 (January 2006) / 608 pages

International Edition
UNDERSTANDING BUSINESS
8th Edition
By William Nickels, University of Maryland-College Park, Jim & Susan McHugh
2008 (November 2006) / 832 pages
http://www.mhhe.com/nickels8e

Understanding Business by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions for three reasons: (1) The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience, (2) we listen to our customers, and (3) the quality of our supplements package. We consistently look to the experts –full-time faculty members, adjunct instructors, and of course students– to drive the decisions we make about the text itself and the ancillary package. Through a series of focus groups, symposia, as well as full-book, single-chapter, revised manuscript reviews of both text and key ancillaries, we have heard the stories of more than 500 professors and their insights and experiences are evident on every page of the revision and in every supplement. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest and most current topical coverage to using dynamic pedagogy that puts students in touch with today’s real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, Understanding Business leads the way.
<table>
<thead>
<tr>
<th>Course</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service</td>
<td>176</td>
</tr>
<tr>
<td>Keyboarding</td>
<td>175</td>
</tr>
<tr>
<td>Keyboarding Advanced</td>
<td>176</td>
</tr>
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### KEYBOARDING & OFFICE TECHNOLOGY

#### 2009

<table>
<thead>
<tr>
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<td>176</td>
</tr>
</tbody>
</table>
GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), MICROSOFT WORD 2007 UPDATE, LESSONS 1-120
10th Edition
By Scot Ober, Ball State University, Jack E. Johnson and Arlene Zimmerly
2008 (July 2007) / 592 pages
ISBN: 978-0-07-337217-4 (Main Text)
http://www.mhhe.com/gdp

Gregg College Keyboarding and Document Processing (GDP), Word 2007 Update, 10e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system. Building from a strong foundation, this version of GDP focuses on adding flexibility for the instructor, along with updating the program to be compatible with the new Microsoft Word 2007 software. Multiple software enhancements and flexible Instructor Management, both LAN and Web-based, support the program's strong content. Instructors will appreciate the flexibility of using a program that can be successfully implemented in a variety of classroom environments and that can be accessed from any Internet-connected computer—regardless of where the program was installed.

CONTENTS
About Keyboarding
Preface
Introduction to the Student
Before You Begin
About Your Book
Reference Manual
Part One: The Alphabet, Number, and Symbol Keys
Unit 1--Keyboarding: The Alphabet
Unit 2--Keyboarding: The Alphabet
Unit 3--Keyboarding: The Numbers
Unit 4--Keyboarding: The Symbols
Part Two: Basic Business Documents
Unit 5--E-Mail and Word Processing
Unit 6--Reports
Unit 7--Correspondence
Unit 8--Tables
Test 2--Skills Assessment on Part 2
Part Three: Reports, Correspondence, and Employment Documents
Unit 9--Reports
Unit 10--Correspondence
Unit 11--Employment Documents
Unit 12--Skillbuilding and In-Basket Review
Test 3--Skills Assessment on Part 3
Part Four: Advanced Formatting
Unit 13--Skill Refinement
Unit 14--Reports
Unit 15--Correspondence
Unit 16--Tables
Test 4--Skills Assessment on Part 4
Part Five: Specialized Applications
Unit 17--Formal Report Project
Unit 18--International Formatting
Unit 19--Medical Office Documents
Unit 20--Legal Office Documents
Test 5--Skills Assessment on Part 5
Part Six: Using and Designing Business Documents
Unit 21--Using and Designing Office Forms
Unit 22--Designing Office Publications
Unit 23--Designing Web Pages
Unit 24--Skillbuilding and In-Basket Review
Test 6--Skills Assessment on Part 6
Skillbuilding
Appendix
Index
Keyboarding Advanced

GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), MICROSOFT WORD 2007, LESSONS 61-120
10th Edition
By Scot Ober, Ball State University, Jack E. Johnson and Arlene Zimmerly
2008 (July 2007) / 376 pages
ISBN: 978-0-07-336832-0 (Main Text)
http://www.mhhe.com/gdp

Gregg College Keyboarding and Document Processing (GDP), Word 2007 Update, 10e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system. Building from a strong foundation, this version of GDP focuses on adding flexibility for the instructor, along with updating the program to be compatible with the new Microsoft Word 2007 software. Multiple software enhancements and flexible Instructor Management, both LAN and Web-based, support the program’s strong content. Instructors will appreciate the flexibility of using a program that can be successfully implemented in a variety of classroom environments and that can be accessed from any Internet-connected computer—regardless of where the program was installed.

CONTENTS
Part Four: Advanced Formatting
Unit 13--Skill Refinement
Unit 14--Reports
Unit 15--Correspondence
Unit 16--Tables
Test 4--Skills Assessment on Part 4
Part Five: Specialized Applications
Unit 17--Formal Report Project
Unit 18--International Formatting
Unit 19--Medical Office Documents
Unit 20--Legal Office Documents
Test 5--Skills Assessment on Part 5
Part Six: Using and Designing Business Documents
Unit 21--Using and Designing Office Forms
Unit 22--Designing Office Publications
Unit 23--Designing Web Pages
Unit 24--Skillbuilding and In-Basket Review
Test 6--Skills Assessment on Part 6

Customer Service

NEW
International Edition

CUSTOMER SERVICE SKILLS FOR SUCCESS
4th Edition
By Robert W. Lucas, Creative Presentation Resources, Inc
2009 (January 2008) / 320 pages
ISBN: 978-0-07-354544-8
http://www.mhhe.com/lucas09

Customer Service, 4/e by Lucas features how-to topics for the customer service professional. It covers the concepts and skills needed for success in business careers, including listening techniques, verbal and nonverbal communication, and use of technology. Emphasis is given to dealing with customer service problems and how to handle conflicts and stress. Insights and tips are also provided for customer service supervisory personnel.

NEW TO THIS EDITION
❖ Chapter Opening Case -- “In the Real World” offers students real-world examples that are interesting and relatable. They are targeted specifically due to their relevance to students. Further web research links are offered at the end of each case. Also, the case wraps to a conclusion at the end of the chapter with more in-depth analysis.
❖ Work it Out boxed material give the students a service dilemma. The scenarios are real and relevant. In addition, each is accompanied by questions that can be used as assigned material or for in-class discussions.
❖ Planning to Serve activities provide a roadmap for your planning strategies and identifying techniques that you can use from the book to provide superior customer service in the future.
❖ Ethical Dilemmas. Like the Work it Out boxes, these offer relevant examples and questions to help foster class discussions or for use as assigned material.
❖ Service Success Tips give students applicable ideas on successful customer service approaches. Additionally, this reinforces the real-world approach highlighted in the text.
❖ Collaborative Learning Activity are End-of-chapter exercises that can be done in class and promote team-work as a method for problem-solving. They are helpful for instructor’s trying to find multiple ways to address chapter topics. They also relate directly to the career college tendency for long classes that need to be filled with a variety of activities.
❖ Face to Face Cases are End-of-chapter cases that look at specific scenarios of customer service issues. They give students a customer service scenario and outline a specific role within the scenario. They provide critical thinking questions that allow students to engage in the material and create their own solutions.

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Reader Satisfaction Survey in the Appendix that gives you a chance to provide the author with feedback on the perceived value of this book. In addition to experiencing an actual customer survey to express what you liked and did not like, you will also receive a gift for returning the form.

Search It Out are End-of-chapter exercises that utilize the internet as a tool for research and information gathering. Like the Collaborative Learning Exercises, these exercises address the need for multiple approaches to learning.

Increased coverage of outsourcing and globalization. Updated coverage of technology.

Self-Assessment of your current skills and knowledge levels before you even read the first page. This is done through a series of brief questions related to providing customer service that you can score yourself. If your responses are incorrect, you can use the areas missed to focus in on specific chapters as you read the book. For those areas where you get the answers right, you can use chapters which discuss them as a reinforcement.

Quick Preview is a Chapter Opening True/False Pretest that allows students to test pre-existing knowledge and ideas with regards to customer service; answers are provided on the Website and at the end of the chapter.

Chapter Review Questions are assignable questions that highlight important chapter materials. They reinforce important chapter concepts. Used in conjunction with the Quick Previews, these help instructors assess student comprehension.

Learning Objectives offer students/instructors map of important chapter information; A-heads are linked to Learning objectives, per career expectations.

Two chapters have been revised and moved to the Online Learning Center: Managing Stress and Time, and The Writing Process.

CONTENTS

Part 1: The Profession
Chapter 1: The Customer Service Profession
Chapter 2: Contributing to the Service Culture

Part 2: Skills for Success
Chapter 3: Verbal Communication Skills
Chapter 4: Nonverbal Communication Skills
Chapter 5: Listening to the Customer

Part 3: Building and Maintaining Relationships
Chapter 6: Customer Service and Behavior
Chapter 7: Service Breakdowns and Service Recovery
Chapter 8: Customer Service in a Diverse World
Chapter 9: Customer Service Via Technology
Chapter 10: Encouraging Customer Loyalty

Appendix
Glossary
Photo Credits
Index
# MANAGEMENT INFORMATION SYSTEMS

## 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
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<td>9780073528540</td>
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</tr>
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</table>

## 2009

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<th>Title</th>
<th>Author</th>
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<td>Applegate</td>
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<td>192</td>
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<td>Baltzan</td>
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<td>181, 183</td>
</tr>
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<td>Baltzan</td>
<td>9780073376745</td>
<td>183</td>
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<td>Baltzan</td>
<td>9780073376721</td>
<td>181</td>
</tr>
<tr>
<td>Information Systems Essentials, 3e</td>
<td>Haag</td>
<td>9780073376752</td>
<td>182</td>
</tr>
<tr>
<td>Software Project Management, 5e [UK]</td>
<td>Hughes</td>
<td>9780077122799</td>
<td>192</td>
</tr>
<tr>
<td>Management Information Systems, 9e</td>
<td>O’Brien</td>
<td>9780073376769</td>
<td>184</td>
</tr>
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Introduction to Information Systems

New

International Edition

Business Driven Information Systems
2nd Edition

By Paige Baltzan and Amy Phillips of University of Denver

2009 (September 2008)
ISBN: 978-0-07-337673-8
ISBN: 978-0-07-730034-0 (with Premium Content Card)

http://www.mhhe.com/baltzan

The Baltzan and Phillips approach in Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second. This approach takes the difficult and often intangible MIS concepts, brings them down to the student’s level, and applies them using a hands-on approach to reinforce the concepts. BDIS provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. BDIS is designed to give students the ability to understand how information technology can be a point of strength in an organization.

NEW TO THIS EDITION

- Chapter 1: Updated material on metrics and business driven approach.
- Chapter 2: New Section 2.2 on Business Process.
- Chapter 3: Updated to include Web 2.0, Web 3.0, Mashups.
- Chapter 4: Updated focus on ethics and security.
- Chapter 5: Moved 5.1 to an appendix, New Section 5.1 includes virtualization, SOA, grid computing.
- Chapter 6: Updated to include data driven websites.
- Chapter 7: Moved 7.1 to appendix, New 7.1 includes business speed, network security, cellular technology, mobile workforces, wireless fidelity and trends.
- Chapter 8: Removed 8.2, added new 8.1 on operations management.
- Chapter 9: Meshed 9.1 and 9.2 together, added new 9.2 on Business Intelligence.
- Chapter 10: Updated on collaboration and ERP.
- Chapter 11: Meshed Chapters 11 and 12 together – 11.1 Systems Development, 11.2 is Project Management.
- Chapter 12: All new, 12.1 Innovation and Entrepreneurship, 12.2 21st Century Global Business.
- 20 new videos with video icons in the text to map content.

40 new iPods with iPod icons in the text to map content.

Contents

Module One: Business Driven Information Systems
Chapter 1: Information Systems in Business
Chapter 2: Strategic Decision Making
Chapter 3: E-Business

Module Two: Fundamentals of Information Systems
Chapter 4: Ethics and Information Security
Chapter 5: IT Architectures
Chapter 6: Databases and Data Warehouses
Chapter 7: Networks, Telecommunications, and Mobile Technology

Module Three: Enterprise Information Systems
Chapter 8: Operations Management and Supply Chain Management
Chapter 9: Customer Relationship Management and Business Intelligence
Chapter 10: Enterprise Resource Planning and Collaboration Systems

Module Four: Developing Information Systems
Chapter 11: Systems Development and Project Management
Chapter 12: Innovation, Entrepreneurship, and 21st Century Global Business

Endnotes
Glossary
Index

International Edition

Essentials of Business Driven Information Systems

By Paige Baltzan and Amy Phillips of University of Denver

2009 (January 2008) / 480 pages
ISBN: 978-0-07-337672-1
ISBN: 978-0-07-128758-6 [IE]

http://highered.mcgraw-hill.com/80/sites/0073376728

Essentials of Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs.

Features

- Integrative Themes – Several integrative themes are present throughout the text which adds relevancy to the material. Themes such as ethics and social responsibility and gaining a competitive advantage are essential for students to gain a full understanding of the strategies that a business must implement.
- Baltzan 1e is a well organized and concisely written text which helps students to follow the topics from one chapter to the next in a logical matter.
- Comprehensive and end-of-chapter cases – These cases encourage students to consider what concepts have been presented and then apply those concepts to a situation they might find in an organization.
Making Business Decisions Feature – Small scenario-driven projects that are featured in this text help students focus individually on decision making as they relate to the topical elements in the chapter.

Business Driven Teaching Notes: The Business Driven Teaching Notes is a comprehensive Excel spreadsheet containing over 150 additional classroom activities, discussion questions, and video clips. You can also turn any of the classroom activities into additional assignments and use the discussion questions for your online courses. You can use the business driven teaching notes to customize your lectures. Each topic in the text is represented by a tab in the workbook. Simply choose the activities you wish to use in your class, reorder based on your lecture, and hide any you do not want to use. Then you can easily print your detailed lecture notes straight from the worksheet.

CONTENTS
Chapter 1 Information Systems in Business
Chapter 2 Strategic Decision Making
Chapter 3 Ethics and Information Security
Chapter 4 IT Architectures
Chapter 5 Databases and Data Warehouses
Chapter 6 Networks, Telecommunications, and Wireless Computing
Chapter 7 Supply Chain Management
Chapter 8 Customer Relationship Management
Chapter 9 Enterprise Resource Planning and Collaboration Systems
Appendix A Business Basics (on the OLC only)
Appendix B Business Process (on the OLC only)

NEW TO THIS EDITION

CONTENTS
1 The Information Age in which You Live: Changing the Face of Business
2 Major Business Initiatives: Gaining Competitive Advantage with IT
3 Databases and Data Warehouses: Building Business Intelligence
4 Decision Support and Artificial Intelligence: Brainpower for Your Business
5 Electronic Commerce: Strategies for the New Economy
6 Systems Development: Phases, Tools, and Techniques
7 Enterprise Infrastructure, Metrics, and Business Continuity Planning: Building and Sustaining the Dynamic Enterprise
8 Protecting People and Information: Threats and Safeguards
9 Emerging Trends and Technologies: Business, People, and Technology Tomorrow
A Computer Hardware and Software
B Network Basics
C Careers in Business
Projects: Group Projects
Electronic Commerce Projects

International Edition

INTRODUCTION TO INFORMATION SYSTEMS
14th Edition
By James O’Brien, Northern Arizona University and George Marakas, University of Kansas-Lawrence
2008 (November 2007) / 576 pages
ISBN: 978-0-07-128485 1 [IE with MiSource]
http://www.mhhe.com/obrien

O’Brien’s Introduction to Information Systems 14e continues to reflect the movement toward enterprise-wide business applications. George Marakas from the University of Kansas joins as a co-author on this new edition. New real world case studies correspond with this curriculum shift. The text’s focus is on teaching the general business manager how to use and manage the most current IT technologies such as the Internet, Intranets, and Extranets for enterprise collaboration, and how IT contributes to competitive advantage, reengineering business processes, problem solving, and decision-making.

CONTENTS
Module I
Chapter 1 Foundations Of Information Systems In Business
Chapter 2 Competing With Information Technology
Module II
Chapter 3 Computer Hardware
Chapter 4 Computer Software
Chapter 5 Data Resource Management
Chapter 6 Telecommunications And Networks
Module III
Chapter 7 Electronic Business Systems
Chapter 8 Electronic Commerce Systems
Chapter 9 Decision Support Systems
Module IV
Chapter 10 Developing Business/IT Solutions
Module V
Chapter 11 Security And Ethical Challenges
Chapter 12 Enterprise And Global Management Of Information Technology
The Baltzan and Phillips approach in Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second. This approach takes the difficult and often intangible MIS concepts, brings them down to the student’s level, and applies them using a hands-on approach to reinforce the concepts. BDIS provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. BDIS is designed to give students the ability to understand how information technology can be a point of strength in an organization.

NEW TO THIS EDITION

- Chapter 1: Updated material on metrics and business driven approach.
- Chapter 2: New Section 2.2 on Business Process.
- Chapter 3: Updated to include Web 2.0, Web 3.0, Mashups.
- Chapter 4: Updated focus on ethics and security.
- Chapter 5: Moved 5.1 to an appendix, New Section 5.1 includes virtualization, SOA, grid computing.
- Chapter 6: Updated to include data driven websites.
- Chapter 7: Moved 7.1 to appendix, New 7.1 includes business speed, network security, cellular technology, mobile workforces, wireless fidelity and trends.
- Chapter 8: Removed 8.2, added new 8.1 on operations management.
- Chapter 9: Meshed 9.1 and 9.2 together, added new 9.2 on Business Intelligence.
- Chapter 10: Updated on collaboration and ERP.
- Chapter 11: Meshed Chapters 11 and 12 together – 11.1 Systems Development, 11.2 is Project Management.
- Chapter 12: All new, 12.1 Innovation and Entrepreneurship, 12.2 21st Century Global Business.
Charts with Excel and Microsoft Project.

CONTENTS
Chapter 1 Business Driven Technology
Chapter 2 Identifying Competitive Advantages
Chapter 3 Strategic Initiatives for Implementing Competitive Advantages
Chapter 3 Measuring the Success of Strategic Initiatives
Chapter 4 Organizational Structures that Support Strategic Initiatives
Chapter 5 Valuing Organizational Information
Chapter 6 Storing Organizational Information – Databases
Chapter 7 Accessing Organizational Information – Data Warehouse
Chapter 8 Enabling the Organization – Decision Making
Chapter 9 Extending the Organization – Supply Chain Management
Chapter 10 Building a Customer-Centric Organization – Customer Relationship Management
Chapter 11 Integrating the Organization from End-to-End – Enterprise Resource Planning
Chapter 12 Creating Innovative Organizations
Chapter 13 E-Business
Chapter 14 Creating Collaborative Partnerships
Chapter 15 Integrating Wireless Technology in Business
Chapter 16 Building Software to Support an Agile Organization
Chapter 17 Outsourcing in the 21st Century
Chapter 18 Developing a 21st Century Organization

Business Plug-Ins
B1 Business Basics
B2 Business Process
B3 Hardware and Software
B4 Enterprise Architecture
B5 Networks, Telecommunications, and Wireless Computing
B6 Information Security
B7 Ethics
B8 Supply Chain Management
B9 Customer Relationship Management
B10 Enterprise Resource Planning
B11 E-Business Models
B12 Emerging Trends and Technology
B13 Strategic Outsourcing
B14 Systems Development
B15 Project Management

Technical Plug-Ins
T1 Personal Productivity Using IT (OLC only)
T2 Basic Skills Using Excel (OLC only)
T3 Problem Solving Using Excel (OLC only)
T4 Decision Making Using Excel (OLC only)
T5 Designing Database Applications (OLC only)
T6 Basic Skills Using Access (OLC only)
T7 Problem Solving Using Access (OLC only)
T8 Decision Making Using Access (OLC only)
T9 Designing Web Pages (OLC only)
T10 Creating Web Pages Using HTML (OLC only)
T11 Creating Web Pages Using Dreamweaver (OLC only)
T12 Creating Gantt Charts with Excel and Microsoft Project (OLC only)

NEW TO THIS EDITION
✓ Updated Real World Cases: More than 40% of the Real World Cases are new to the 9th edition. These up-to-date cases provide students with in-depth business examples of the successes and challenges companies are experiencing in implementing the information technology concepts covered in each chapter.
✓ Completely revised New Material, Same Organization: The list of updates to each chapter of each edition are simply too lengthy to list; it’s MIS after all.
✓ 52 New Blue Boxes: Provide up-to-date information and examples.

CONTENTS
MODULE I Foundation Concepts
1. Foundations of Information Systems in Business
   Section I Foundation Concepts: Information Systems in Business
   Section II Foundation Concepts: The Components of Information Systems
2. Competing with Information Technology
   Section I Fundamentals of Strategic Advantage
   Section II Using Information for Strategic Advantage

MODULE II Information Technologies
3. Computer Hardware
   Section I Computer Systems: End User and Enterprise Computing
   Section II Computer Peripherals: Input, Output, and Storage Technologies
4. Computer Software
   Section I Application Software: End User Applications
   Section II System Software: Computer System Management
5. Data Resource Management
   Section I Managing Data Resources
   Section II Technical Foundations of Database Management
6. Telecommunications and Networks
   Section I The Networked Enterprise
   Section II Telecommunications Network Alternatives

MODULE III Business Applications
7. Electronic Business Systems
   Section I Enterprise Business Systems
   Section II Functional Business Systems
8. Enterprise Business Systems
   Section I Customer Relationship Management: The Business Focus
   Section II Enterprise Resource Planning: The Business Backbone
   Section III Supply Chain Management: The Business Network
MANAGEMENT INFORMATION SYSTEMS

9. Electronic Commerce Systems
Section I Electronic Commerce Fundamentals
Section II e-Commerce Applications and Issues
10. Decision Support Systems
Section I Decision Support in Business
Section II Artificial Intelligence Technologies in Business

MODULE IV Development Processes
11. Developing Business/IT Strategies
Section I Planning Fundamentals
Section II Implementation Challenges
12. Developing Business/IT Solutions
Section I Developing Business Systems
Section II Implementing Business Systems

MODULE V Management Challenges
13. Security and Ethical Challenges
Section I Security, Ethical, and Societal Challenges of IT
Section II Managing Information Technology
14. Enterprise and Global Management of Information Technology
Section I Managing Information Technology
Section II Managing Global IT

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MANAGEMENT INFORMATION SYSTEMS
3rd Edition
by W S Jawadekar, Management and IT Consultant, Pune, India
2006 (August 2006) / 808 pages
McGraw-Hill India Title

CONTENTS
Part I: Strategic View of Management Information Systems
1. Introduction
2. E-Business Enterprise
3. Strategic Management of Business
4. Security Challenges to E-Enterprise
5. Information Technology impact on Society

Part II: Basics of Management Information Systems
6. Decision Making
7. Information and Knowledge
8. Systems Engineering
9. Development of MIS
10. Business Process Reengineering

Part III: Applications of Management Information Systems
11. Applications in Manufacturing Sector
12. Applications in Service Sector
13. Decision Support Systems
14. Enterprise Management Systems

Part IV: Technology in Management Information Systems
15. Technology of Information Systems
16. Database Management Systems
17. Object-Oriented Technology (OOT): Conceptual Presentation
18. Client-Server Architecture
19. Networks
20. Business Process Re-engineering (BPR)
21. Data Warehouse: Architecture to Implementation
22. Electronic Business Technology
23. Web: A Tool for Business Management

Part V: Case Studies

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MANAGEMENT INFORMATION SYSTEMS
4th Edition
by Gerald V Post, Univ of the Pacific and David L Anderson, DePaul U/McGowan Center
2006 / Hardcover / 640 pages
ISBN: 978-0-07-294779-3 (Out of Print)
http://www.mhhe.com/postmis4e

CONTENTS
Chapter 1: Introduction
Part One: Information Technology Infrastructure
Chapter 2: Information Technology Foundations
Chapter 3: Networks and Telecommunications
Chapter 4: Database Management
Part Two: Operations
Chapter 5: Computer Security
Chapter 6: Transactions and Operations
Chapter 7: Enterprise Integration
Chapter 8: Electronic Business
Part Three: Tactics and Strategies

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International Edition
MANAGEMENT INFORMATION SYSTEMS
FOR THE INFORMATION AGE
7th Edition
By Stephen Haag, University of Denver, Maeve Cummings, Pittsburg State University and Amy Phillips, University of Denver
2008 (November 2007) / 608 pages
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CONTENTS
Chapter 1 The Information Age in Which You Live: Changing the Face of Business / XLM A Computer Hardware and Software
Chapter 2 Major Business Initiatives: Gaining Competitive Advantage with IT / XLM B The World Wide Web and the Internet
Chapter 3 Databases and Data Warehouses: Building Business Intelligence / XLM C Designing Databases and Entity-Relationship Diagramming
Chapter 4 Decision Support and Artificial Intelligence: Brainpower for Your Business / XLM D Decision Analysis with Spreadsheet Software (Office 2007)
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Chapter 6 Systems Development: Phases, Tools, and Techniques
Chapter 7 Enterprise Infrastructure and Integration: Building the Dynamic Enterprise
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Chapter 9 Emerging Trends and Technologies: Business, People, and Technology Tomorrow / XLM J Implementing a Database with Microsoft Access (Office 2007)
Group Projects / Student CD: XLM D Decision Analysis with Spreadsheet Software (Office 2003) / XLM F Building a Web Page with HTML

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Part 2: The life cycle approach
3. Information systems development life cycle
Part 3: Themes in information systems development
4. Organisational themes
5. People themes
6. Modelling themes
7. Rapid and evolutionary development
8. Engineering themes
9. External development
Part 4: Techniques
10. Holistic techniques
11. Data techniques
12. Process techniques
13. Object-oriented techniques
14. Project management techniques
15. Organisational techniques
16. People techniques
17. Techniques in context
Part 5: Tools and Toolsets
18. Tools
19. Toolsets
Part 6: Methodologies
20. Process-oriented methodologies
21. Blended
22. Object-oriented methodologies
23. Rapid development methodologies
24. People-oriented methodologies
25. Organisational-oriented methodologies
26. Frameworks
Part 7: Methodology issues and comparisons
27. Issues
28. Methodology comparisons
Bibliography
Index

International Edition
SYSTEMS ANALYSIS AND DESIGN
An Active Approach
by George Marakas, University of Kansas--Lawrence
2006 (December 2004) / 464 pages / Hardcover
ISBN: 978-0-07-297607-6 (Out of Print)
ISBN: 978-0-07-111619-0 [IE]
http://www.mhhe.com/marakas

CONTENTS
Chapter 1 The Systems Development Environment
Chapter 2 So What is the Problem?
Chapter 3 Identification and Selection of Development Projects
Chapter 4 Systems Requirements Determination
Chapter 5 Modeling the Processes and Logic
Chapter 6 Modeling the Data: Conceptual and Logical Data Modeling
Chapter 7 Case Tools and Joint and Rapid Application Development
Chapter 8 Moving from Analysis to Design
Chapter 9 Designing Systems for Diverse Environments
Chapter 10 Designing the Files and Databases
Chapter 11 Designing the System Output
Chapter 12 Designing the Inputs and User Interface
Chapter 13 Designing the Systems Internals
Chapter 14 Implementing and Maintaining the System
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Appendix B Object-Oriented Analysis and Design.

International Edition
OBJECT-ORIENTED SYSTEMS ANALYSIS AND DESIGN USING UML
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2006 / 624 pages
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CONTENTS
1. Information Systems: What Are They?
2. Problems in Information Systems Development.
3. Avoiding the Problems.
4. What is Object-Orientation? Agate Limited Case Study (1) Food Co Limited Case Study
5. Modelling Concepts
6. Requirements Capture. Agate Limited Case Study (2).
7. Requirements Modelling. Agate Limited Case Study (3).
8. Refining the Requirements Model.
10. Specifying Operations.
15. Design Patterns.
17. Designing Boundary Classes.
18. Data management design. Agate Limited Case Study (5).
19. Implementation.
20. Reusable components.
Appendix B: Selected Solutions and Answer Pointers.

International Edition
INTRODUCTION TO OBJECT-ORIENTED ANALYSIS AND DESIGN
by Stephen R Schach, Vanderbilt University - Nashville
2004 / 544 pages
ISBN: 978-0-07-293984-2 (with UMLCD) -Out-of-Print
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CONTENTS
Part One: Introduction to UML and the Unified Process:
Chapter 1. Introduction to Information Systems.
Chapter 2. How Information Systems are Developed.
Part Two: UML and the Unified Process:
Chapter 4. The Requirements Workflow I.
Chapter 5. The Requirements Workflow II.
Chapter 6. The Object-Oriented Analysis Workflow. I.
Chapter 7. The Object-Oriented Analysis Workflow. II.
Chapter 8. The Object-Oriented Design Workflow.
Chapter 10. More on UML.

Part Three: Major Topics in Systems Analysis and Design:
Chapter 11. CASE.
Chapter 12. Teams.
Chapter 15. Planning and Estimating.
Chapter 17. User-Interface Design.
Chapter 18. Web-Based Information Systems.
Chapter 20 Technical Topics.
Appendix A. Term Project: Chocoholics Anonymous.
Appendix B. Object-Oriented Design: Osbert Oglesby Case Study.
Appendix C. Object-Oriented Design: MSG Foundation Case Study.
Appendix D Implementation: Osbert Oglesby Case Study.
Appendix E. Java Implementation: MSG Foundation Case Study.

Data Communications/Telecommunications/Office Systems

International Edition
PRINCIPLES OF VOICE AND DATA COMMUNICATIONS
By Regis Bates, TC International Consulting Inc and Marcus Bates
2007 (April 2006) / 816 pages
ISBN: 978-0-07-225732-8
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Principles of Voice and Data Communication is a technology book for the non-technical student, a comprehensive overview of the entire networking industry built on unrivalled real-world experience. With its helpful pedagogy, teaching support, and student-friendly tone, Principles of Voice and Data Communication gives students the foundation they need to enter, and succeed in, the technology and communications fields.

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Chapter 6 Integrated Services Digital Network and SONET
Chapter 7 Data standards in Use
Chapter 8 Data Communications
Chapter 9 The Internet
Chapter 10 Local Area Networks (LANs)
Chapter 11 Packets, Frames and Cell Switching Concepts
Chapter 12 xDSL

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Chapter 14 Overview of Cellular communications
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DATA COMMUNICATIONS AND NETWORK SECURITY
by Houston H Carr, Auburn University, and Charles Snyder, Auburn University
2007 (July 2006) / 512 pages / Hardcover
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Written for students and managers who do not have a technical background, Data Communications and Network Security comprehensively introduces students to the technology and management of data communications. This includes both wired and wireless technology as well as comprehensive coverage of network security, helping both the organization and the individual create and maintain a data-safe environment. The book's unique organization allows the material to be presented in a variety of ways, making the book a strong match to any teaching approach.

CONTENTS
Part I: The Basics of Communications
1. Basics of Communications Technology
2. Media and Their Applications
3. Architecture, Models, and Standards
Part II: Network Basics
5. Network Form and Function
Part III: Wide-Area Networks: The Internet
6. From LANs to WANs: Broadband Technology
7. The Internet, Intranets, and Extranets
8. Internet Applications
Part IV: Wireless Networks
9. Wireless Networks: The Basics
10. Wireless Networks: Issues and Management
Part V: Security
11. Network Security
12. Wireless Network Security
Part VI: Network Management and Control
13. Monitoring and Control of Network Activity
14. Network and Project Management
Appendix A: Analog Voice Capabilities
Appendix B: Epilogue: Emerging Technologies, Innovation, and Risks

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DATA COMMUNICATIONS AND NETWORKS
by David Miller, Rochester Institute Technology
2006 / 424 pages / Hardcover
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CONTENTS
Chapter 1: Data Communications—An Introduction
Chapter 2: Local Area Networks—An Introduction
Chapter 3: Local Area Networks—Topologies and Architectures
Chapter 4: Local Area Networks—Connectivity
Chapter 5: Network Operating Systems
Chapter 6: Data Storage and Storage Networks
Chapter 7: Voice Networks
Chapter 8: Wide Area Networks
Chapter 9: Network Security
Chapter 10: The Internet
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Business Solutions to Business Problems, 2nd Edition
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CONTENTS
Part I Communication Basics.
Chapter 1 What is Technology? What is Telecommunications?
Chapter 2 Where did the Telephone come from and how does it Work?
Chapter 3 What Media do we use for Telecommunications?
Part II Networks.
Chapter 4 Data Communications: What is it?
Chapter 5 Data Communications: Conversion, Modulation, and Multiplexing.
Chapter 6 Telecommunications Models.
Chapter 7 Networks by Topology: Protocols.
Chapter 8 Networks by Geography: Network Equipment.
Part III Uses of Networks.
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Chapter 10 Using Telecommunications for Accommodation.
Chapter 11 Business Applications of Telecommunications.
Part IV Legislation and Global Issues.
Chapter 12 How do Legislation and Regulation affect Telecommunications?
Part V Managing Telecommunications.
Chapter 13 How do you Manage Telecommunications in Organizations?
Chapter 14 How do you Manage Telecommunications Projects?
Part VI The Need for Bandwidth.
Chapter 15 How much Bandwidth do you need?
Chapter 16 Lower reaches of Broadband Technologies.
Chapter 17 Competing Broadband Technologies.
Part VII The Future.
Chapter 18 The End . . . The Beginning

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BUSINESS DATA COMMUNICATIONS
by Behrouz A. Forouzan, De Anza College
2003 / 736 pages
ISBN: 978-0-07-123018-6 [IE with OLC]

CONTENTS
Chapter 1 Introduction.
Chapter 2 Basics.
Chapter 3 Data Communication Models.
Chapter 4 Data Transmission.
Chapter 5 Transmission Media and Channels.
Chapter 6 Data Link Control.
Chapter 7 Traditional LANs.
Chapter 8 High-Speed LANs.
Chapter 9 Wireless LANs.
Chapter 10 Switching.
Chapter 11 Traditional WANs.
Chapter 12 High-Speed WANs.
Chapter 13 Networking and Internetworking Devices.
Chapter 14 TCP/IP Protocol Suite.
Chapter 15 Internet Applications

Decision Support Systems

International Edition

DECISION SUPPORT AND DATA WAREHOUSE SYSTEMS
by Efrem G Mallach, University Massachusetts Lowell
2000 / 672 pages

CONTENTS
Preface Chapter 1: Introduction to Decision Support Systems
Chapter 2: Human Decision Making Processes
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Chapter 4: Types of Decision Support Systems
Chapter 5: DSS Architecture, Hardware and Operating System Platforms
Chapter 6: DSS Software Tools
Chapter 7: Building and Implementing Decision Support System Tools
Chapter 8: Models in Decision Support Systems
Chapter 9: Mathematical Models and Optimization
Chapter 10: Group Decision Support Systems
Chapter 11: Expert Systems
Chapter 12: Data Warehousing and Executive Information System Fundamentals
Chapter 13: The Data Warehouse Database
Chapter 14: Analyzing the Contents of the Data Warehouse
Chapter 15: Constructing a Data Warehouse System
Chapter 16: Putting it all Together: Systems Integration and the Future of DSS
Appendix: Selected Case Studies

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2nd Edition
By Paul Dinsmore and Jeannette Cabanis-Brewin
2006 (January 2006) / 512 pages
ISBN: 978-0-07-6144-727-1
McGraw-Hill UK Title
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By Paul De Palma, Gonzaga University
2010 (February 2009) / 256 pages
ISBN: 978-0-07-352854-0
http://www.mhcls.com/text-data/catalog/0073528544.mhtml

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14th Edition
By Paul De Palma, Gonzaga University
2008 (October 2007) / 240 pages
http://www.mhcls.com/text-data/catalog/007352848x.mhtml

This Fourteenth Edition of ANNUAL EDITIONS: COMPUTERS IN SOCIETY provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an instructor’s resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

CONTENTS

UNIT 1. Introduction
1. Five Things We Need to Know About Technological Change
2. Slouching Toward the Ordinary
3. On the Nature of Computing

UNIT 2. The Economy
New! 4. The Subprime Loan Machine
New! 5. Click Fraud
6. The Big Band Era,
7. The Beauty of Simplicity
8. The Software Wars
New! 9. Scan This Book!

UNIT 3. Work and the Workplace
New! 10. National ID
11. Brain Circulation
12. The New Face of the Silicon Age
New! 13. Computer Software Engineers
15. Making Yourself Understood,
New! 16. E-Monitoring in the Workplace

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17. New Technologies and Our Feelings: Romance on the Internet
18. How Do I Love Thee?
New! 19. The Perfect Mark
20. Back-to-School Blogging
New! 21. E-Mail Is for Old People

UNIT 5. Societal Institutions: Law, Politics, Education, and the Military
22. The Copyright Paradox
New! 23. Piracy, Computer Crime, and IS Misuse at the University
24. Facing Down the E-Maelstron
New! 25. Can Blogs Revolutionize Progressive Politics?
New! 26. Center Stage
New! 27. The Coming Robot Army

UNIT 6. Risk
28. Why Spyware Poses Multiple Threats to Security
29. Terror’s Server
30. The Virus Underground
New! 32. Data on the Elderly, Marketed to Thieves
33. The Fading Memory of the State
34. False Reporting on the Internet and the Spread of Rumors

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New! 35. China’s Tech Generation Finds a New Chairman to Venerate
New! 36. Is the Crouching Tiger a Threat?
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New! 41. A Nascent Robotics Culture
New! 42. March of the Robolawyers
New! 43. Best-Kept Secrets,
New! 44. Toward Nature-Inspired Computing
45. The Intelligent Internet
46. Mind Control

International Edition
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by James Grillo and Ernest Kallman, both of Bentley College
1998 / 140 pages
http://www.mhhe.com/it

CONTENTS
PART 1: APPROACHES TO ETHICAL DECISION MAKING.
CHAPTER 1: Ethics and Ethical Decision Making.

CHAPTER 2: Ethics and Information Technology.

CHAPTER 3: Solving Ethical Dilemmas: A Sample Case Exercise.

PART 2: THE CASES.
Case 1: Levity or Libel - An E-mail Effort.
Case 2: Credit Woes - Credit Bureau Decisions.
Case 3: Something for Everyone - Data Recombination. Case 3A: Something for Everyone - Role-playing.
Case 4: Abort, Retry, Ignore: Data Recovery.
Case 5: Messages from All Over - Who Controls E-mail.
Case 8: The Buyout - Inappropriately Acquired Data.
Case 9: Charades - Stolen Password.
Case 10: Laccaria and Eagle - Restrictive Trade Practices.
Case 11: Taking Bad with Good - Bad Software.
Case 12: The Engineer and the Teacher - Copyright Ethics.
Case 13: Test Data - Confidential or Dummy Data.
Case 14: The Brain Pick - Knowledge-based System.
Case 15: Trouble in Sardonia - Overseas Copyright Ethics.
Case 16: Bad Medicine - Well-intentioned software.
Case 17: Code Blue - Patient Data.
Case 18: Virtual Success - Games Invade the Real World.
Case 19: His Private Lab - Student Computer Use .
APPENDIX A: Ethics Codes and Policies.
APPENDIX B: Worksheets for Four-step Analysis. Index

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ERP packages, if chosen correctly, implemented judiciously and used efficiently have the ability to raise the productivity and profits dramatically. This book helps the decision-makers in choosing the ERP package that is best suited for the organization, along with the related technologies. It also provides comprehensive guidance in implementing the ERP system successfully. The revised and updated edition includes the latest developments in the field of ERP, information technology and new technologies that are changing the ERP landscape. Divided into eight sections, the book covers ERP Basics, ERP and Technology, ERP Implementation, Operation and Maintenance of the ERP system, Business Modules of ERP, ERP Market, Present and Future of ERP, ERP Resources, Case studies, Career guidance, Manufacturing perspective, etc. ERP Demystified is primarily meant for managers and executives who are entrusted with the task of implementing ERP systems in their organizations. It is a complete and comprehensive resource for organizations planning to implement ERP systems. This book is also suited for post graduate level courses on business administration, management, computer science, and Information Technology.

CONTENTS

Part I: Introduction
1. Enterprise-An Overview
2. Introduction to ERP
3. Basic ERP Concepts
4. Justifying ERP Investments
5. Risks of ERP
6. Benefits of ERP

Part II: ERP and Technology
7. ERP and Related Technologies
8. Business Intelligence (BI)
9. E-Business and E-Commerce
10. Business Process Reengineering (BPR)
11. Data Warehousing
12. Data Mining
13. On-line Analytical Processing (OLAP)
14. Product Life Cycle Management (PLM)
15. Supply Chain Management (SCM)
16. Customer Relationship Management (CRM)
17. Advanced Technology and ERP Security

Part III: ERP Implementation
18. To be or not to be...
19. Implementation Challenges
20. ERP Implementation (Transition) Strategies
21. ERP Implementation Life Cycle
22. Pre-implementation Tasks—Getting Ready
23. Requirements Definition
24. Implementation Methodologies
25. Not all package are created equal—Package Selection
26. ERP Project Teams
27. Process Definition
28. Vendors and Consultants
29. Dealing with Employee Resistance
30. Contracts with Vendors, Consultants and Employees
31. Training & Education
32. Data Migration
33. Project Management & Monitoring
34. Post Implementation Activities
35. Success & Failure Factors of an ERP Implementation

Part IV: ERP in Action
36. After ERP implementation...
37. Operation and Maintenance of the ERP System
38. Measuring the Performance of the ERP System
39. Maximizing the ERP System

Part V: The Business Modules
40. Business Modules of an ERP Package
41. Finance
42. Manufacturing
43. Human Resources
44. Plant Maintenance
45. Materials Management
46. Quality Management
47. Marketing
48. Sales, Distribution & Service

Part VI: The ERP Market
49. ERP Marketplace and Marketplace Dynamics
50. SAP AG
51. PeopleSoft
52. JD Edwards
53. Oracle Corporation
54. QAD Inc.
55. SSA Global
56. Lawson Software
57. Epicor
58. Intuitive

Part VII: ERP—Present and Future
59. Turbo charge the ERP system
60. Enterprise Application Integration (EAI)
61. ERP and E-Business
62. ERP, Internet, and WWW—ERP II
63. ERP and Total Quality Management
64. Future Directions and Trends in ERP

MANAGEMENT INFORMATION SYSTEMS

Enterprise Resource Planning

ERP DEMYSTIFIED
2nd Edition
by Alexis Leon
2007 (August 2007)
McGraw-Hill India

MANAGERIAL ISSUES OF ENTERPRISE RESOURCE PLANNING SYSTEMS
by David L Olson, University of Nebraska - Lincoln
2004 / 336 pages
ISBN: 978-0-07-286112-9 (Out of Print)
ISBN: 978-0-07-123628-7 [IE]
http://www.mhhe.com/olsonerp

CONTENTS
Chapter 1: Enterprise Resource Planning Systems.
Chapter 2: ERP Modules and Historical Development.
Chapter 3: ERP System Options and Selection Methods.
Chapter 4: Business Process. eEngineering and Best Practices.
Chapter 5: ERP System Installation.
Chapter 6: ERP Project Management.
Chapter 7: ERP Implementation and Maintenance.
Chapter 8: Business Intelligence Systems and ERP.
Chapter 9: ERP and Supply Chains.
Chapter 11: Trends in ERP
WHY ERP?
A Primer on SAP Implementation
by F Robert Jacobs, Indiana University - Bloomington and David Clay Whalyark, University of North Carolina - Chapel Hill
2000 / 144 pages
www.jacobs.indiana.edu/erp

CONTENTS
Chapter 1- Introduction to ERP
Chapter 2- The SAP School
Chapter 3- Back at the Plant Chapter 4- A Different Business

JD EDWARDS ENTERPRISE ONE
The Complete Reference
By Allen Jacot, Joseph Miller, Michael Jacot and John Stern
2009 (December 2008) / 960 pages
ISBN: 978-0-07-159873-6
A Osborne Professional Title

Written by practicing J.D. Edwards EnterpriseOne experts and professionals, this book is unbeatable in terms of coverage and authoritative information. You will get all the in-depth knowledge you need—from implementation and administration to troubleshooting and security. J. D. Edwards EnterpriseOne: The Complete Reference expertly combines insightful information with real-world examples. It is ideal for both novice and veteran users.

CONTENTS
Part I: EnterpriseOne Explained—Inside and Out
Ch 1: The Future of EnterpriseOne and Fusion
Ch 2: EnterpriseOne Building Blocks
Ch 3: Solution Explorer
Ch 4: EnterpriseOne Servers
Ch 5: Dashboards and Business Intelligence
Ch 6: Interactive and Batch Applications Defined
Ch 7: Packages and Their Delivery
Ch 8: Foundation Code
Ch 9: EnterpriseOne Kernel Architecture
Part II: System Administration and Troubleshooting
Ch 10: EnterpriseOne Specialty Applications
Ch 11: EnterpriseOne Security
Ch 12: EnterpriseOne Administrative Tasks
Ch 13: Printing in EnterpriseOne
Ch 14: Web Servers and Portals
Ch 15: Upgrade Tools and Rules
Ch 16: Optimizing EnterpriseOne for Your Business
Ch 17: Troubleshooting EnterpriseOne
Appendix
A: The EnterpriseOne Implementation
B: Offshore, Near shore, and Remote Development

INTRODUCTION TO BUSINESS DATA MINING
by David L Olson, University of Nebraska - Lincoln, and Yong Shi, University of Nebraska-Omaha
2007 (November 2005) / 336 pages
ISBN: 978-0-07-295971-0
http://www.mhhe.com/olson1e

Introduction to Business Data Mining was developed to introduce students, as opposed to professional practitioners or engineering students, to the fundamental concepts of data mining. Most importantly, this text shows readers how to gather and analyze large sets of data to gain useful business understanding. A four part organization introduces the material (Part I), describes and demonstrated basic data mining algorithms (Part II), focuses on the business applications of data mining (Part III), and presents an overview of the developing areas in this field, including web mining, text mining, and the ethical aspects of data mining. (Part IV). The author team has had extensive experience with the quantitative analysis of business as well as with data mining analysis. They have both taught this material and used their own graduate students to prepare the text’s data mining reports. Using real-world vignettes and their extensive knowledge of this new subject, David Olson and Yong Shi have created a text that demonstrates data mining processes and techniques needed for business applications.

CONTENTS
Part I: INTRODUCTION.
Chapter 1: Initial Description of Data Mining in Business.
Chapter 2: Data Mining Processes and Knowledge Discovery.
Chapter 3: Database Support to Data Mining.
Part II: DATA MINING METHODS AS TOOLS.
Chapter 4: Overview of Data Mining Techniques. Chapter 4 Appendix: Enterprise Miner Demonstration on Expenditure Data Set.
Chapter 5: Cluster Analysis. Chapter 5 Appendix: Clementine.
Chapter 6: Regression Algorithms in Data Mining.
Chapter 7: Neural Networks in Data Mining.
Chapter 8: Decision Tree Algorithms. Appendix 8: Demonstration of See5 Decision Tree Analysis.
Chapter 9: Linear Programming-Bases Methods. Chapter 9 Appendix: Data Mining Linear Programming Formulations.
Part III: BUSINESS APPLICATIONS.
Chapter 10: Business Data Mining Applications Applications.
Part IV: DEVELOPING ISSUES.
Chapter 13: Ethical Aspects of Data Mining
Database Management
(Professional References)

ORACLE DATABASE 11G NEW FEATURE
Robert G Freeman
2008 (November 2007) / 352 pages
An Osborne Media Title

Maximize the new features of Oracle Database 11g. This completely rewritten guide from Oracle Press details the revolutionary new features and tools available in Oracle Database 11g. You will quickly find out what’s new in the latest database release, such as new high availability features, new security measures, and new BI tools, and learn how to maximize the potential of those capabilities. This is an ideal resource for decision-makers and IT staff preparing for upgrades or migration.

CONTENTS
Chapter 1 Upgrading to Oracle 11g
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Chapter 3 Oracle 11g New Availability and Recovery Features
Chapter 4 Oracle 11g New Security Features
Chapter 5 Oracle 11g New Application Development Features
Chapter 6 Oracle 11g BI and Data Warehousing
Chapter 7 Oracle 11g New Real Application Cluster Features
Chapter 8 Oracle 11g Testing, Troubleshooting, and Fault Management New Features
Chapter 9 Oracle 11g Performance Tuning New Features
Appendices
New, Deprecated and Obsolete Parameters
New, Deprecated and Obsolete Dictionary and Performance Views

SQL SERVER 2005
The Complete Reference, 2nd Edition
Jeffrey Shapiro and Steen Bowman
2007 (March 2006)
An Osborne Media Title

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CONTENTS
Part I: SQL Server 2005 System and Platform Architecture
Chapter 1: Getting to Know SQL Server 2005
Chapter 2: Database Architecture
Chapter 3: RDBMS Architecture
Chapter 4: Connecting to and Administering the Database Engine

Part II: Administering SQL Server 2005
Chapter 5: Security
Chapter 6: Databases, Tables, and Indexes
Chapter 7: SQL Server Disaster Recovery
Chapter 8: Distributed Database Architecture
Chapter 9: SQL Server 2005 High Availability

Part III: Programming SQL Server 2005
Chapter 10: Transact-SQL Primer
Chapter 11: Understanding the SQL Server Common Language Runtime
Chapter 12: Data Integrity
Chapter 13: Triggers
Chapter 14: Stored Procedures and Functions

Part IV: Working with SQL Server 2005
Chapter 15: Working with Operational Data
Chapter 16: Working with Tabular Data
Chapter 17: Working with Transactional Data
Chapter 18: Monitoring SQL Server

APPENDIX A: T-SQL REFERENCE / INDEX

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Advertising & Promotion (Prof Ref) ................................................................. 250
Advertising & Promotion / IMC ................................................................. 223
Business to Business ....................................................................................... 231
Consumer Behavior ....................................................................................... 214
Customer Relation Management ..................................................................... 245
Customer Relation Management (Prof Ref) .................................................... 253
Direct Marketing .............................................................................................. 242
Fashion Merchandising ................................................................................... 247
International Marketing .................................................................................. 237
Internet Marketing ........................................................................................... 243
Introductory Marketing - Supplement ............................................................. 210
Logistics ............................................................................................................ 234
Marketing (Prof Ref) ....................................................................................... 248
Marketing Management - Text ....................................................................... 216
Marketing Management - Text & Cases .......................................................... 220
Marketing Planning .......................................................................................... 242
Marketing Principles ....................................................................................... 203
Marketing Research ........................................................................................ 211
Marketing - Software ...................................................................................... 211
New Product Management ............................................................................ 233
Product Design ................................................................................................. 234
Product Management ....................................................................................... 233
Product Management (Prof Ref) ................................................................... 252
Public Relations ............................................................................................... 244
Retail Management .......................................................................................... 236
Sales Management ........................................................................................... 230
Selling .............................................................................................................. 227
Selling (Prof Ref) ............................................................................................. 251
Services Marketing ........................................................................................... 240
Special Topics in Marketing ........................................................................... 246
Strategic Marketing - Cases ........................................................................... 223
Strategic Marketing - Text .............................................................................. 220
Strategic Marketing - Text & Cases ................................................................. 222
Travel and Tourism .......................................................................................... 244
### MARKETING 2010

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports Marketing, 2e</td>
<td>Fullerton</td>
<td>9780073381114</td>
<td>246</td>
</tr>
<tr>
<td>Marketing, 2e</td>
<td>Grewal</td>
<td>9780073380957</td>
<td>203</td>
</tr>
<tr>
<td>Marketing Research, 4e [UK]</td>
<td>Hair</td>
<td>9780071101073</td>
<td>211</td>
</tr>
<tr>
<td>Consumer Behavior, 11e</td>
<td>Hawkins</td>
<td>9780073381107</td>
<td>214</td>
</tr>
<tr>
<td>Relationship Selling, 3e</td>
<td>Johnston</td>
<td>9780073404837</td>
<td>227</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Marshall</td>
<td>9780073529790</td>
<td>216</td>
</tr>
<tr>
<td>Marketing Management: A Strategic Decision-Making Approach, 7e</td>
<td>Mullins</td>
<td>9780073381169</td>
<td>217</td>
</tr>
<tr>
<td>Annual Editions: Marketing 09/10, 32e</td>
<td>Richardson</td>
<td>9780073528526</td>
<td>210</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN-13</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contemporary Advertising, 12e</td>
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<td>9780073381077</td>
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<td>228</td>
</tr>
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<td>Futrell</td>
<td>9780073381121</td>
<td>228</td>
</tr>
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<td>M: Marketing</td>
<td>Grewal</td>
<td>9780077240806</td>
<td>203</td>
</tr>
<tr>
<td>Marketing Research, 4e</td>
<td>Hair</td>
<td>9780073404707</td>
<td>211</td>
</tr>
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<td>245</td>
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<td>Homburg</td>
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<td>218</td>
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<td>Jobber</td>
<td>9780077121907</td>
<td>204</td>
</tr>
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<td>Churchill/Ford/Walker’s Sales Force Management, 9e</td>
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<td>9780073404721</td>
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</tr>
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</tr>
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<td>Kerin</td>
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</tr>
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<td>Page</td>
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<tr>
<td>------------------------------------------------------</td>
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<td>Peter</td>
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<td>217</td>
</tr>
<tr>
<td>Selling: Building Partnerships, 7e</td>
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<td>9780073381084</td>
<td>229</td>
</tr>
<tr>
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<td>240</td>
</tr>
</tbody>
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It is clear that marketing has changed significantly in the past few decades. So much so, that in 2004 and again in 2007, the American Marketing Association redefined the word “marketing” itself. Grewal/Levy is the first Principles of Marketing text to be written from the ground up using the new definition and its value focus. In keeping with the value theme of the text, the authors met face to face with more than 150 instructors and walked through each chapter of the text and each supplement of the package in order to provide the most current, useful text and package on the market. Other themes that permeate throughout the text are: services, ethics, global marketing and the power of the internet. Because services marketing and ethics in marketing play such vital roles in marketing practice today, the authors have dedicated an entire chapter to each of these concepts. The authors provide adding value, superior service, ethical and societal dilemmas and the power of the internet examples throughout, and everywhere these themes fit. The authors have also been careful to integrate the 4Ps of marketing with the overriding value theme.

CONTENTS
Section One Assessing the Marketplace
1. Overview of Marketing
2. Developing Marketing Strategies
3. Marketing Ethics
4. Analyzing the Marketing Environment
Section Two Understanding the Marketplace
5. Consumer Behavior
6. Global Marketing
Section Three Targeting the Marketplace
7. Segmentation, Targeting, and Positioning
8. Marketing Research and Information Systems
Section Four Value Creation
10. Developing New Products
11. Services: The Intangible Product
Section Five Value Capture
12. Pricing Concepts for Establishing Value
13. Strategic Pricing Methods
14. Retailing
Section Six Value Delivery: Designing the Supply Chain Management
15. Integrated Marketing Communication
16. Advertising and Sales Promotion
17. Personal Selling and Sales Management

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CONTENTS

1. The nature of marketing
2. The global marketing environment
3. Understanding customer behaviour
4. Marketing research and information systems
5. Marketing segmentation, targeting and positioning
6. Services marketing management
7. Pricing strategy
8. Brand and product management
9. Integrated marketing communications part I: Mass communications techniques
10. Integrated marketing communications part II: Direct communications techniques
11. Distribution management
12. Marketing planning and strategy
Marketing in Asia in an Asian adaptation of Marketing, 9e by Kerin, Hartley and Rudelius. Marketing in Asia continues the tradition of the US versions of Marketing in leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty—from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program.

FEATURES

- Opening Vignettes: All chapters feature Asian companies or brands in their opening stories.
- Cases: All 22 chapters are accompanied with end of chapter Asian cases. There are 12 supplementary Asian cases.
- Examples, Illustrations and Statistics: All main examples and illustrations accompanying topic descriptions are adapted with Asian companies and brands. Data on Asian statistics replace those of American ones.
- Enhanced Test Bank: Test bank includes visuals from the text, charts, and graphs that are followed by questions. This allows faculty members to hold students accountable for the content in key graphical illustrations from the text.
- Using Marketing Dashboards Box: Marketing Dashboards and Marketing Metrics are the hottest topics marketing right now. This new box in the 3rd edition, Using Marketing Dashboards, emphasizes the importance of marketing dashboards and marketing metrics.
- iPod Content: The 9th edition is the first to include the multimedia addition of student iPod content. With pre- and post-tests, narrated PowerPoint slides and case videos students can be sure to study on the go with their mp3 player. This iPod content can also be downloaded and used on a computer.
- New & Updated Chapter Opening Vignettes: Over half of the chapters have new or updated chapter openers, which include companies such as Apple, Anheuser Busch and Zappos. The opening vignettes introduce students to chapter concepts ahead, using an exciting company as an example. These vignettes get students engaged in the material right away and show them real-world examples.
- AACSBS Learning Objectives: Chapter learning objectives that are tied to AACSBS guidelines are now noted in the margins
- MarketPlace Diversity: Careful attention is given to ethnic diversity in the marketplace and understanding the consumer in global markets. Several new cases and examples feature minority men and women.
as well as companies (Starbury Shoes) whose mission is to develop products and services for diverse market segments.

- Customer-driven supply chain and logistics management is emphasized in Chapter 13.
- Mobile Marketing: Chapter 13 discusses mobile marketing and its importance to Gen Y.
- Marketing Research: There is more information on marketing research in the 2nd edition. Chapter 8 discusses the connection between TV ratings and a TV show’s success. There is also information about primary and secondary data sources (Nielsen, Census data).
- Bloom’s Taxonomy: The test bank chapters link Bloom’s Taxonomy to sections and learning objectives from the book.

CONTENTS
1. Creating Customer Relationships and Value through Marketing
2. Developing Successful Marketing and Organizational Strategies
3. Scanning the Marketing Environment
4. Ethical and Social Responsibility in Marketing
5. Understanding Consumer Behavior
6. Understanding Organizations as Customers
7. Understanding and Reaching Global Consumers and Markets
8. Marketing Research: From Customer Insights to Actions
9. Segmenting, Positioning and Forecasting Markets
10. Developing New Products and Services
11. Managing Products, Services, and Brands
12. Pricing Products and Services
13. Managing Marketing Channels and Supply Chains
14. Retailing and Wholesaling
15. Integrated Marketing Communications and Direct Marketing
16. Advertising, Sales Promotion, and Public Relations
17. Personal Selling and Sales Management
18. Implementing Interactive and Multichannel Marketing

Appendix B: Planning a Career in Marketing

NEW TO THIS EDITION
- Interesting and Integrated Coverage of Marketing Practice: Hundreds of updated concepts, examples and best practices from across a broad variety of business and nonprofit organizations are included
- All New and Updated Cases
- Online Applications in Basic Marketing is now online - This is a collection of short, interesting and timely “clippings” from the popular business press and now located on the OLC for easy access.

CONTENTS
1. Marketing’s Value to Consumers, Firms and Society
2. Marketing Strategy Planning
3. Focusing Marketing Strategy with Segmentation and Positioning
4. Evaluating Opportunities in the Changing Marketing Environment
5. Demographic Dimensions of Global Consumer Markets
6. Final Consumers and Their Buying Behavior
7. Business and Organizational Customer and Their Buying Behavior
8. Improving Decisions with Marketing Information
9. Elements of Product Planning for Goods and Services
10. Product Management and New-Product Development
11. Place and Development of Channel Systems
12. Distribution Customer Service and Logistics
13. Retailers, Wholesalers, and Their Strategy Planning
14. Promotion- Introduction to Integrated Marketing Communications
15. Personal Selling and Customer Service
16. Advertising and Sales Promotion
17. Pricing Objectives and Policies
18. Price Setting in the Business World
19. Implementing and Controlling Marketing Plans: Evolution and Revolution
20. Developing Innovative Marketing Plans
21. Ethical Marketing in Consumer-Oriented Societies: Appraisal and Challenges
MARKETING

19. Personal Selling and Sales Management
20. Direct Marketing Communications
Appendix A: Developing a Marketing Plan
Appendix B: Applications of Mathematical and Financial Tools to Marketing Decisions

International Edition

MARKETING
14th Edition
By Michael J. Etzel, University of Notre Dame, Bruce J. Walker, University of Missouri Columbia and William J. Stanton, University of Colorado Boulder
2007 (December 2005) / 736 pages
ISBN: 978-0-07-325289-6 (with OLC and Premium Content Card)
http://www.mhhe.com/etzel14e

Marketing, 14/e, by Etzel, Walker and Stanton continues to be a popular, low-cost, paperback option in the Principles market. This text is completely updated, and continues to incorporate technology, and feature in-text and boxed examples that highlight global issues, technology, ethics, applied decision making, chapter opening cases, and part-ending cases. Other marketing themes integrated throughout the text include critical and current themes such as global marketing, customer relationship management, small business and entrepreneurship.

CONTENTS
Part I: Nature and Scope of Marketing
1. The Field of Marketing
2. The Dynamic Marketing Environment
3. Global Markets and Marketing
Part II: Identifying and Selecting Markets
4. Consumer Markets and Buying Behavior
5. Business Markets and Buying Behavior
6. Market Segmentation, Targeting and Positioning
7. Marketing Research and Market Information
Part III: Product
8. Product Planning and Development
9. Product-Mix Strategies
10. Brands, Packaging, and Other Product Features
11. Services Marketing
Part IV: Price
12. Price Determination
13. Pricing Strategies
Part V: Distribution
14. Channels of Distribution
15. Retailing
16. Wholesaling and Physical Distribution
Part VI: Promotion
17. Integrated Marketing Communications
18. Personal Selling and Sales Management
19. Advertising, Sales Promotion, and Public Relations
Part VII: Managing the Marketing Effort
20. Strategic Marketing Planning
21. Marketing Implementation and Evaluation
22. Marketing and the Information Economy

Aust Adaptation

MARKETING
By Roger Kerin, Southern Methodist University, John McDonnell, QUT, Julian De Meyrick, Macquarie University, Tony Garrett, Korea University Business School, Michael Rod, Victoria University of Wellington, Robert Rugimbana, Griffith University, Steven W Hartley, University of Denver and William Rudelius, University of Minnesota-Minneapolis
2007 (October 2007)
http://mhhe.com/au/kerin

Winner: Best Tertiary (Adaptation) Single Title - Australian Awards for Excellence in Educational Publishing 2008. The judges particularly praised the book as follows: “this title has an innovative presentation, contemporary and relevant examples, and maintains ethical standards throughout. The accessible writing style and features such as key cards at the end of the book make it a user-friendly tool”. The highly successful Kerin, Marketing: The Core was first published in the US in 2003. This regional adaptation provides a concise approach to the dynamic and challenging field of marketing and demonstrates the knowledge and experience of the text authors. Kerin, Marketing: The Core is written to cater for students studying marketing today, using language and examples they are familiar with. Described by a reviewer as a ‘breath of fresh air’, Kerin allows lecturers to have a conversation with their students about marketing. Kerin, Marketing: The Core takes an active learning approach and combines many real-world examples, theory, cases, exercises and artwork. This, together with great writing, makes it a text that will keep students engaged.

CONTENTS
Kerin, Marketing: The Core
Part 1: Initiating the Marketing Process
Chapter 1: Developing Customer Relationships and Value through Marketing
Chapter 2: Linking Corporate And Marketing Strategies
Appendix A: Creating an Effective Marketing Plan
Chapter 3: Scanning the Marketing Environment
Chapter 4: Ethics and Social Responsibility in Marketing
Part 2: Understanding Buyers and Markets
Chapter 5: Buyer Behaviour
Chapter 6: Reaching Global Markets
Part 3: Targeting Marketing Opportunities and Markets
Chapter 7: Turning Marketing Information into Action
Chapter 8: Identifying Market Segments and Targets
Part 4: Satisfying Marketing Opportunities
Chapter 9: Developing New Products and Services
Chapter 10: Managing Products, Services and Brands
Chapter 11: Pricing Products and Services
Chapter 12: Managing Marketing Channels and Supply Chains
Chapter 13: Retailing, Wholesaling and Interactive Marketing
Chapter 14: Integrated Marketing Communications
Chapter 15: Advertising, Sales Promotion, Public Relations and Personal Selling
Peter Rix continues to provide students with a strong practical approach to marketing, allowing them to discover how marketing is carried out in the real world. This edition introduces students to the world of marketing, by explaining theoretical concepts, and how these concepts apply to organizations. The sixth edition introduces many of the evolving influences facing modern marketers, including a regionalized global environment, trends in the digital communication era and an ever-increasing quest for measurability of marketing programs. The edition includes a new chapter on Marketing Metrics, and many features examining direct marketing strategies, internet and digital marketing, viral marketing, the use of new media, new emerging customer segments, and changing customer attitudes and behaviours. The online learning centre includes Marketing Plan worksheets, PowerPoint slides and video files from the Marketing in Focus interviews, which students may download to enhance their learning.

CONTENTS
Marketing: A Practical Approach
Part 1: Modern Marketing
Ch 1, The Field of Marketing
Ch 2, The Marketing Environment
Ch 3, Gathering Marketing Information
Part 2: Understanding Markets
Ch 4, Marketing Segmentation, Targeting and Positioning
Ch 5, Understanding the Consumer Market
Ch 6, Understanding the Business Market
Part 3: The Marketing Mix
Ch 7, Product Planning and Development
Ch 8, Product Management Strategies
Ch 9, Services Marketing Strategies
Ch 10, Pricing Strategies
Ch 11, Distribution Strategies
Ch 12, The Promotional Program
Part 4: Marketing Management
Ch 13, Strategic Planning
Ch 14, Marketing Metrics
Appendix: Marketing in Focus
Appendix: International Marketing

PRINCIPLES AND PRACTICE OF MARKETING
5th Edition
By David Jobber, University of Bradford
2006 (December 2006) / 976 pages
McGraw-Hill UK Title
http://www.mcgraw-hill.co.uk/textbooks/jobber

CONTENTS
Part 1: Fundamentals of Modern Marketing Thought
Chapter 1: Marketing in the Modern Firm
Chapter 2: Marketing Planning: An Overview of Marketing
Chapter 3: Understanding Consumer Behaviour
Chapter 4: Understanding Organisational Buyer Behaviour
Chapter 5: The Marketing Environment and Corporate Social Responsibility
Chapter 6: Marketing Research and Information Systems
Chapter 7: Marketing Segmentation and Positioning
Part 2: Marketing Mix Decisions
Chapter 8: Managing Products: Brand and Corporate Identity Management
Chapter 9: Managing Products: Product Life-Cycle, Portfolio Planning and Product Growth Strategies
Chapter 10: Developing New Products
Chapter 11: Pricing Strategy
Chapter 12: Advertising
Chapter 13: Personal Selling and Sales Management
Chapter 14: Direct Marketing
Chapter 15: E-Marketing and New Media
Chapter 16: Other Promotional Mix Methods
Chapter 17: Distribution
Part 3: Competition and Marketing
Chapter 18: Analysing Competitors and Creating a Competitive Advantage
Chapter 19: Competitive Marketing Strategy
Part 4: Marketing Implementation and Application
Chapter 20: Managing Marketing Implementation, Organisation and Control
Chapter 21: Marketing Services
Chapter 22: International Marketing

International Edition
MARKETING
Creating and Delivering Value, 5th Edition
By Pascale Quester, University of Adelaide and Robyn McGuiggan, University of Technology
2006 (October 2006)
ISBN: 978-0-07-471560-4
McGraw-Hill Australia Title
http://www.mhhe.com/au/quester4e

CONTENTS
PART I Marketing Strategy and Management
1 Creating customer value and building relationships
2 Strategic marketing planning
3 Identifying marketing opportunities
End of Part Case Studies
PART II Understanding Markets
4 Marketing research and information management
5 Market segmentation
6 Consumer behaviour (heavily revised chapter)
7 Business-to-business marketing
End of Part Case Studies
PART III The Marketing Mix
8 Product planning
9 Product management and new product development
10 Managing distribution channels
11 Marketing logistics
12 Pricing objectives and policies
13 Setting prices of goods and services
14 Marketing communications
15 Marketing Communications mix
16 Sales marketing
End of Part Case Studies
PART IV Evaluating Marketing
17 Implementation and control
Appendix: Ethical marketing in a consumer-oriented world
End of Part Case Studies
End of Book Case Studies
MARKETING

Introductory Marketing - Supplement

ANNUAL EDITIONS: MARKETING 09/10
32nd Edition

By John E Richardson, Pepperdine University – Los Angeles

2010 (January 2009) / 256 pages
ISBN: 978-0-07-352852-6
McGraw-Hill/Dushkin Title
http://www.mhcls.com/text-data/catalog/0073528528.mhtml

Annual Editions is a series of over 65 volumes, each designed to provide convenient, inexpensive access to a wide range of current articles from some of the most respected magazines, newspapers, and journals published today. Annual Editions are updated on a regular basis through a continuous monitoring of over 300 periodical sources. The articles selected are authored by prominent scholars, researchers, and commentators writing for a general audience. The Annual Editions volumes have a number of common organizational features designed to make them particularly useful in the classroom: a general introduction; an annotated table of contents; a topic guide; an annotated listing of selected World Wide Web sites; and a brief overview for each section. Each volume also offers an online Instructor’s Resource Guide with testing materials. Using Annual Editions in the Classroom is the general instructor’s guide for our popular Annual Editions series and is available in print (0073301906) or online. Visit www.mhcls.com for more details.

NEW TO THIS EDITION


CONTENTS

UNIT 1: Marketing in the 2000s and Beyond
A. Changing Perspectives
1. Hot Stuff
2. The World’s Most Innovative Companies
3. How the Creative Stay Creative
5. Doing Whatever Gets Them in the Door
B. The Marketing Concept
6. Marketing Myopia (with Retrospective Commentary)
7. Putting Customers First
8. Customer Connection
9. Add Service Element Back in to Get Satisfaction
C. Services and Social Marketing
10. Creating Legendary Service
11. Surviving in the Age of Rage
12. Attracting Loyalty
13. Nonprofits Can Take Cues from Biz World
D. Marketing Ethics and Social Responsibility
14. Fidelity Factor
15. Trust in the Marketplace
16. Wrestling with Ethics

UNIT 2: Research, Markets, and Consumer Behavior
A. Market Research
17. The Science of Desire
19. Consumers on the Move
20. A Clean Slate
B. Markets and Demographics
21. Wooing Luxury Customers
22. The Halo Effect
23. Youth Marketing
C. Consumer Behavior
24. Sowing the Seeds
25. You Choose, You Lose,

UNIT 3: Developing and Implementing Marketing Strategies
26. The Very Model of a Modern Marketing Plan
27. Making Inspiration Routine
A. Product
28. Surveyor of the Fittest
29. The Inevitability of $300 Socks
B. Pricing
30. Rocket Plan
31. Customer-Centric Pricing: The Surprising Secret for Profitability
32. Boost Your Bottom Line by Taking the Guesswork Out of Pricing
C. Distribution
33. Big Retailers Seek Teens (and Parents)
34. Why Costco Is So Damn Addictive
35. Wal-Mart’s Midlife Crises
D. Promotion
36. Sell It!
37. Attention-Deficit Advertising
38. Product Placement—You Can’t Escape It

UNIT 4: Global Marketing
39. How China Will Change Your Business
40. The Battle for China’s Good-Enough Market
41. Three Dimensional
42. Tech’s Future
43. Brand Loyalty
44. Fisher-Price Game Plan: Pursue Toy Sales in Developing Markets

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MARKETING

Marketing - Software

International Edition

MARKETING GAME!
3rd Edition
By Charlotte Mason and William Perreault of University of North Carolina
2002 / 128 pages
ISBN: 978-0-07-251380-6 (with Student CD-ROM)

The Marketing Game is a competitive marketing strategy simulation that allows students the opportunity to apply their marketing knowledge in a fun and interesting way. The Marketing Game is applicable for all areas of Marketing and all levels because the game is not based on just one simulation. Rather it is based on several simulations with one integrated framework. The instructor can decide the level of complexity by selecting the number of decision areas a student is forced to consider, thus making the game equally applicable for a first year Principles student and a Graduate student. The instructor can also “set up” or adjust the marketing environments in the simulation to meet specific learning or teaching objections, and can decide if students will compete in groups against each other, or simply against themselves. The Marketing Game is based on realistic marketing and realistic marketing relationships, and allows for maximum flexibility.

MARKETING RESEARCH
4th Edition
By Joseph Hair, Louisiana State University—Baton Rouge, Robert P. Bash, University of Louisiana@Lafayette and David J. Ortinau of University of South Florida—Tampa
2009 (November 2008) / 736 pages
ISBN: 978-0-07-340470-7
ISBN: 978-0-07-110107-3 [IE]
http://www.mhhe.com/hair4e

Marketing Research, 4/e takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. This new edition was written to meet the needs of students through additional coverage of qualitative methods, emphasis on applied research projects as well as cases studies or exercises at the end of the chapters. The text is concise, highly readable and value-priced, yet it delivers the basic knowledge needed for an introductory text. The authors provide the student with an exciting, up-to-date text and an extensive supplement package.

NEW TO THIS EDITION
❖ SPSS Version 15.0 Integration: Full text integration of the newest version of powerful software from SPSS, which allows analysis of the variables and statistical techniques covered in the book. The newest version of SPSS is version 15.0. This is still not compatible with Vista, but there is a patch available at http://www.spss.com/TechSupport. The ISBN for SPSS 15.0 is 0077230132.
❖ Extensive coverage of quantitative data analysis: The text’s coverage of quantitative data analysis is more extensive and much easier to understand than other books. Specific step-by-step instructions are included on how to use SPSS to execute data analysis for all statistical techniques. This enables instructors to spend much less time teaching students how to use the software the first time. It also saves time later by providing a handy reference for students when they forget how to use the software, which they often do.
❖ Updated online marketing research techniques: Online marketing research techniques are rapidly changing the face of marketing. This new edition fully integrated online research considerations and their impact. It has been extensively updated in the last year when many trends are now evident and information is available to document them.
❖ Sample Databases: The authors have created 5 additional sample databases, along with the Santa Fe Grill data set, to use in class assignments. Fully integrated, these datasets support the research projects and cases discussed in the text. Each sample database has sufficient observations and variables to make it easier for students to work with. The databases work with SPSS to create an activity for students to complete for each part of the text. The datasets are available at the website: www.mhhe.com/hair08. A few of the data sets involved are Deli Depot, Remington’s Steak House, and Consumer Electronics.
❖ Expanded coverage of the continuing case study: The Santa Fe Grill case study has been expanded in the 4th edition as the Santa Fe Grill now has a competitor-Jose’s Southwestern Café. The task for students is to analyze the competitive situation using actual data and recommend solutions. Mini-cases are also included based on these studies in almost every chapter.

CONTENTS
Part 1: The Role and Value of Marketing Research
Chapter 1: Marketing Research and Managerial Decision Making
Chapter 2: Overview of the Research Process and Research Proposals
Chapter 3: Information Driven Technology and the Research Process

Part 2: Designing Marketing Research Projects

Chapter 4: Market Intelligence and Database Research

Chapter 5: Secondary Research: Designs, Searches and Sources

Chapter 6: Exploratory Research using Qualitative and Observation Methods

Chapter 7: Analyzing and Reporting Qualitative Research

Chapter 8: Descriptive Research Designs Using Surveys

Chapter 9: Causal Research Designs and Test Markets

Part 3: Designing and Conducting Surveys

Chapter 10 Sampling: Theories, Designs, and Plans

Chapter 11: Overview Measurement: Construct Development and Scaling

Chapter 12: Advanced Measurement Designs for Survey Research

Chapter 13: Questionnaire Designs: Concepts and Issues

Part 4: Data Preparation, Analysis, and Reporting Results

Chapter 14: Preparing Survey Data for Analysis

Chapter 15: Data Analysis: Testing for Significant Differences

Chapter 16: Data Analysis: Testing for Associations

Chapter 17: Overview of Multivariate Analysis Methods

Chapter 18: Preparing and Presenting Marketing Research Reports

ESSENTIALS OF MARKETING RESEARCH

By Joseph Hair, Kennesaw State University, Mary Wolfinger, California State University—Long Beach, Robert Bush, University of Louisiana at Lafayette, and David Ortinau, University of South Florida—Tampa

2007 (July 2007) / 608 pages

www.mhhe.com/hairessential1e

Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors’ years of experience in real-world marketing research is evident throughout, from their thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules of thumb, conducting a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives your students a strong command of market research principles, while being short enough to use alongside your favorite cases or projects.

CONTENTS

Part 1: The Role and Value of Marketing Research Information

Chapter 1—Marketing Research for Decision Making

Chapter 2—The Marketing Research Process—An Overview

Chapter 3—Literature Reviews and Hypotheses

Chapter 4—Secondary Data and Sources

Chapter 5—Exploratory Research Designs

Chapter 6—Descriptive Research Designs

Chapter 7—Causal Research Designs

Part 3: Gathering and Collecting Accurate Data

Chapter 8—Sampling: Theory and Methods

Chapter 9—Measurement & Scaling

Chapter 10—Designing the Questionnaire

Part 4: Data Preparation, Analysis and Reporting the Results

Chapter 11—Data Analysis for Qualitative Research

Chapter 12—Preparing Data for Quantitative Analysis

Chapter 13—Basic Data Analysis for Quantitative Research

Chapter 14—Examining Relationships in Quantitative Research

Chapter 15—Reporting and Presenting Results

MARKETING RESEARCH

Text and Cases, 3rd Edition

By Rajendra Nargundkar

2008 (April 2008) / 560 pages
ISBN: 978-0-07-022087-4

www.mhhe.com/nargundkar3e

NEW TO THIS EDITION

• A new chapter on Logistic Regression Techniques
• A new chapter on Structural Equation Modeling
• A brief primer on reliability and validity of data
• Detailed coverage of multivariate techniques
• More than 30 cases done in the Indian context
• SPSS commands at the end of all chapters in the data analysis section

CONTENTS

PART 1: FUNDAMENTALS OF MARKETING RESEARCH

1. Introduction, Evolution, and Emerging Issues
2. The Marketing Research Process—An Overview
3. Research Methods and Design—Additional Inputs
4. Questionnaire Design: A Customer-centric Approach
5. Sampling Methods—Theory and Practice
6. Field Procedures
7. Planning the Data Analysis

PART 2: DATA ANALYSIS

8. Simple Tabulation and Cross-tabulation
9. ANOVA and the Design of Experiments
10. Correlation and Regression: Explaining Association and Causation
11. Discriminant Analysis for Classification and Prediction
12. Logistic Regression for Classification and Prediction
13. Factor Analysis for Data Reduction
14. Cluster Analysis for Market Segmentation
15. Multidimensional Scaling for Brand Positioning
16. Conjoint Analysis for Product Design
17. Attribute-based Perceptual Mapping Using Discriminant Analysis
18. Structural Equation Modeling (SEM) for Complex Models (including Confirmatory Factor Analysis)

PART 3: APPENDICES

Appendix 1: Industrial Marketing Research
Appendix 2: Careers in Marketing Research
This new edition of *Marketing Research* continues to give a concise and lucid account of marketing research concepts and tools, especially in the Indian context. Solved problems and in-text examples are used to illustrate the concepts, which the students would be able to apply by solving the questions and cases given at the end of the chapters. Additional topics/resources and statistical tables are given as chapter or book appendices.

**CONTENTS**

1. Introduction
2. Marketing Research Management
3. Value of Information
4. The Research Process
5. Scientific Method and Research Design
6. Secondary Data
7. Collection of Primary Data
8. Measurement and Scaling
9. Attitude Scales
10. Sampling Designs
11. Sample Size Decisions
12. Interviewing
13. Data Processing, Analysis and Estimation
14. Testing Hypotheses
15. Bivariate Analysis
16. Experimental Designs
17. Multivariable Analysis 1 (Dependence Methods)
18. Multivariable Analysis 2 (Inter-Dependence Methods)
19. Interpretation and Report Writing
20. Sales Analysis Forecasting
22. Advertising Research
23. Market Segmentation and Brand Positioning
24. Export Marketing Research
25. Rural Marketing Research
26. Organized Retailing

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Hair, Lukas & Miller is a concise approach to the dynamic and challenging field of marketing research. Lead author, Associate Professor Bryan Lukas from the University of Melbourne, is joined by new co-author Professor Ken Miller from the University of Technology Sydney. Together, they provide a comprehensive and Managerially relevant discussion of the key principles in marketing research. In this second edition, students will gain a real insight into the inner workings of marketing machinery through research and measurement. New examples of industry experience demonstrate the value of marketing research in strategic marketing decision making. Marketers are only as good as their tools. Hair, Lukas & Miller offer students the marketing research tools and skills necessary to solve business decision problems. Students have access to real-world examples, theory, cases, exercises and artwork with well-structured, clear and accessible writing. Instructors will also be spoilt with a full-sized supplements package.

**CONTENTS**

Chapter 1: Overview of Marketing Research
Appendix: Careers in Marketing Research
Determining the Scope for Marketing Research
Chapter 2: Decision Problems, Research Questions, Research Objectives and Information Value
Chapter 3: Primary Data or Secondary Data
Selecting the Research Method
Qualitative Methods
Chapter 4: Interviews
Chapter 5: Focus Groups
Chapter 6: Observation
Quantitative Methods
Chapter 7: Survey Methods and Errors
Chapter 8: Experiments and Test Markets
Chapter 9: Sampling: Theory, Methods and Issues in Marketing Research
Chapter 10: Construct Development and Scale Development
Chapter 11: Attitude Measurement in Survey Research
Chapter 12: Questionnaires and Supplements
Collecting and Preparing the Data
Chapter 13: Coding, Editing and Presenting of Data and Preliminary Data Analysis
Analysing the Data
Chapter 14: Data Analysis: Testing for Difference
Chapter 15: Data Analysis: Testing for Association
Chapter 16: Data Analysis: Testing for Interdependence
Transforming the Analysis Results into Information
Chapter 17: Preparing the Market Research Report and Presentation
Managing Customer Value with Marketing Research
Chapter 18: Customer Relationship Management and Marketing Research
Chapter 19: Database Development and Marketing Research
Chapter 20: Marketing Decision Support Systems and Marketing Research

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MARKETING RESEARCH

By Donald R. Cooper, Florida Atlantic University—Boca Raton and Pamela S. Schindler, Wittenberg University

2006
ISBN: 978-0-07-305430-8 (with Student CD)
ISBN: 978-0-07-111571-1 [IE with Student CD]

http://www.mhhe.com/cooper06

CONTENTS

Part 1 Introduction to Marketing Research
Chapter 1 The Role of Research in Marketing
Chapter 2 The Marketing Research Industry
Chapter 3 Thinking Like a Researcher
Chapter 4 The Marketing Research Process
Chapter 5 Clarifying the Research Question Through Secondary Data and Exploration
Appendix 5A: Searching a Bibliographic Database
Appendix 5B: Advanced Searching
Chapter 6 The Marketing Research Request and Proposal Process
Chapter 7 Ethics in Marketing Research

Part 2 The Design of Marketing Research
Chapter 8 Design Strategies
Chapter 9 Qualitative Research
Chapter 10 Observational Studies
Chapter 11 Survey Data Collection Methods
Chapter 12 Experiments and Test Markets
Appendix 12A: Complex Experimental Designs

Part 3 The Sources and Collection of Data
Chapter 13 Measurement
Chapter 14 Measurement Scales
Chapter 15 Surveys and Instruments
Chapter 16 Surveys and Instruments
Appendix 16A: Pretesting Options and Discoveries
Chapter 17 Determining Sample Size

Part 4 Discovering Insights: Analysis and Presentation of Data
Chapter 18 Data Preparation and Description & Exploration
Chapter 19 Exploring, Displaying, and Examining Data
Chapter 20 Hypothesis Testing
Chapter 21 Measures of Association
Chapter 22 Multivariate Analysis: An Overview
Appendix 22A: MindWriter and Simalto+Plus
Chapter 23 Presenting Insights and Findings: Written and Oral
Appendices A A Summary of Marketing Research to 1960
B Case Abstracts
C Focus Group Discussion Guide
D Direct Marketing Association Information Security Guidelines
E Nonparametric Significance Tests
F Selected Statistical Tables
References & Readings
Glossary
Credits and Acknowledgements
Indexes
Name/Company/Product Index Subject Index

CONSUMER BEHAVIOR

11th Edition

By Delbert I. Hawkins, University of Oregon, David L. Mothersbaugh, University of Alabama-Tuscaloosa and Roger J. Best, University of Oregon

2010 (January 2009) / 832 pages
ISBN: 978-0-07-729410-6 (with DDB Lifestyle Study Data Disk)

http://www.mhhe.com/hawkins11e

(Details unavailable at press time)

CONSUMER BEHAVIOR

8th Edition

By Paul Peter, University of Wisconsin-Madison and Jerry Olson, Olson Zaltman Associates

2008 (January 2007) / 576 pages
ISBN: 978-0-07-352985-1

http://www.mhhe.com/peter08

This book is a strategic look at consumer behavior in order to guide successful marketing activities. The Wheel of Consumer Analysis is the organizing factor in the book. The four major parts of the wheel are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. Each of these components is the topic of one of the four major sections in the book.

CONTENTS

The Role of Marketing in Developing Successful Business Strategies
1 The Marketing Management Process
2 The Marketing Implication of Corporate and Business Strategies
Market Opportunity Analysis
3 Understanding Market Opportunities
4 Understanding Consumer Buying Behavior
5 Understanding Organizational Markets and Buying Behavior
6 Measuring Market Opportunities: Forecasting and Market Knowledge
7 Targeting Attractive Market Segments
8 Differentiation and Positioning
Developing Strategic Marketing Programs
9 Business Strategies: A Foundation for Marketing Program Decisions
10 Product Decisions
11 Pricing Decisions
12 Distribution Channel Decisions
13 Integrated Promotion Decisions
Strategic Marketing Programs for Selected Situations
NEW

MARKETING MANAGEMENT
A Strategic Decision-Making Approach, 7th Edition
By John Mullins, University of Denver; Orville C Walker, University of Minnesota-Minneapolis and Harper W. Boyd Jr (deceased)

2010 (February 2009) / 544 pages

The concentration on strategic decision making sets this book apart from other texts that place greater emphasis on the description of marketing phenomena than on the strategic and tactical marketing decisions that managers and entrepreneurs must make each and every day. This edition continues to be the most current and Internet-savvy book available, injecting the latest developments in Internet-based communication and distribution technology into every chapter. The author team's rich entrepreneurial, marketing management, and consulting experience spans a broad variety of manufacturing, service, software, and distribution industries, providing an abundance of real-world, global perspectives.

NEW TO THIS EDITION
- New material to address four key trends that are sweeping the world or marketing theory and practice has been added:
  - The greater interest of many of today's students in the entrepreneurial field and in learning what they will need to run their own companies at any point in their careers.
  - The growing importance of rapidly-emerging markets like India and China on the global economic stage and the growing realization in companies everywhere that business today is a global industry.
  - Companies' awareness of the measurement of marketing performance and the extent to which marketing activities and spending contribute to the creation of shareholder value.
  - The inexorable rise of the Internet and its wider implications for marketers.
- Stronger coverage of branding (Chapter 8)
- New Examples: Many of the new examples were chosen for the express purpose of increasing the book's global focus and international perspective. Extensive effort was made to find and incorporate examples of marketing strategies and actions from firms and not-for-profit organizations around the world, not just in the United States. Many of the extensive case vignettes that open each chapter now focus on firms in Europe, Asia, and Africa.

CONTENTS

Section One: The Role of Marketing in Developing Successful Business Strategies
Chapter 1 The Marketing Management Process
Chapter 2 The Marketing Implications of Corporate and Business Strategies

Section Two: Market Opportunity Analysis
Chapter 3 Understanding Market Opportunities
Chapter 4 Understanding Consumer Buying Behavior
Chapter 5 Understanding Organizational Markets and Buying Behavior
Chapter 6 Measuring Market Opportunities: Forecasting and Market Knowledge
Chapter 7 Targeting Attractive Market Segments
Chapter 8 Differentiation and Brand Positioning

Section Three: Developing Strategic Marketing Programs
Chapter 9 Business Strategies: A Foundation for Marketing Program Decisions
Chapter 10 Product Decisions
Chapter 11 Pricing Decisions
Chapter 12 Distribution Channel Decisions
Chapter 13 Integrated Promotion Decisions

Section Four: Strategic Marketing Programs for Selected Situations
Chapter 14 Marketing Strategies for the New Economy
Chapter 15 Strategies for New and Growing Markets
Chapter 16 Strategic for Mature and Declining Markets

Section Five: Implementing and Controlling Marketing Programs
Chapter 17 Organizing and Planning for Effective Implementation
Chapter 18 Measuring and Delivering Marketing Performance

MARKETING MANAGEMENT
9th Edition
By J Paul Peter, University of Wisconsin Madison and James H Donnelly Jr, University of Kentucky-Lexington
2009 (October 2008) / 832 pages

http://www.mhhe.com/peterdonnelly9e

Marketing Management, 9/e, by Peter and Donnelly, is praised in the market for its organization, format, clarity, brevity and flexibility. The goal of this text is to enhance students' knowledge of marketing management and to advance their skills in utilizing this knowledge to develop and maintain successful marketing strategies. The six stage learning approach is the focus of the seven unique sections of the book. Each section has as its objective either knowledge enhancement or skill development, or both. The framework and structure of the book is integrated throughout the sections of the new edition. The basic structure of the text continues to evolve and expand with numerous updates and revisions throughout.

NEW TO THIS EDITION
- Complete revision and update of text chapters: There are new or expanded discussion of the major types of marketing, branding, marketing's role in cross-functional strategic planning, a comparison of data collection techniques in marketing research, the most current psychographic and geographic approaches to segmentation, and a new section on Porter's diamond model of national competitive advantage. Chapter 6 title has been changed to “Product and Brand Strategy” to reflect the content of the chapter.
- New and Revised “Marketing Highlights” boxes: There are over 25 new “Marketing Highlights” integrated throughout the textbook. This popular feature has improved with new material as they present important tools and content that can be used in analyzing real-world marketing cases and problems.
- Additional Readings: Readings for student writing projects and case presentations have been added. Each chapter has additional readings useful for both MBA students as well as undergraduates. These readings are made to be accessible to students at various stages of marketing education.
- New Cases: Approximately one-third of the cases are new in the Ninth Edition. 12 new cases emphasize companies whenever possible, including both domestic and global companies, high-tech companies, consumer and organizational products, small and large businesses, products and service, and manufacturer and channel members.
MARKETING

- Additional features included with cases: Some cases include in-class exercises that provide the instructor with opportunities for team building and student participation. There are also accompanying video presentations and discussion questions which can enrich student interest, thinking, analysis, and presentation.

- Updated Annotated Bibliography: The annotated bibliography of major online databases used in marketing has been updated in the Ninth Edition. It is an up-to-date resource for students to use in the analysis of cases, the development of marketing plans, and the analysis of Internet exercises.

CONTENTS

SECTION I Essentials of Marketing Management
Part A Introduction
Chapter One: Strategic Planning and the Marketing Management Process
Part B Marketing Information, Research, and Understanding the Target Market
Chapter Two: Marketing Research: Process and Systems for Decision Making
Chapter Three: Consumer Behavior
Chapter Four: Business, Government, and Institutional Buying
Chapter Five: Market Segmentation
Part C The Marketing Mix
Chapter Six: Product and Brand Strategy
Chapter Seven: New Product Planning and Development
Chapter Eight: Integrated Marketing Communications: Advertising, Sales Promotion, Public Relations, and Direct Marketing
Chapter Nine: Personal Selling, Relationship Building, and Sales Management
Chapter Ten: Distribution Strategy
Chapter Eleven: Pricing Strategy
Part D Marketing in Special Fields
Chapter Twelve: The Marketing of Services
Chapter Thirteen: Global Marketing

SECTION II Analyzing Marketing Problems and Cases

SECTION III Financial Analysis for Marketing Decisions

SECTION IV Internet Exercises and Sources of Marketing Information

SECTION V Marketing Management Cases
Case Group A Market Opportunity Analysis
Case Group B Product Strategy
Case Group C Promotion Strategy
Case Group D Distribution Strategy
Case Group E Pricing Strategy
Case Group F Social and Ethical Issues in Marketing Management

SECTION VI Strategic Marketing Cases

SECTION VII Developing Marketing Plans

MARKETING MANAGEMENT

By Christian Homburg, Sabine Kuester and Harley Krohmer

2008 (November 2008)
McGraw-Hill UK Title

Marketing Management: A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe. The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies. This exciting new book combines scholarly international research with relevant and contemporary examples from markets and brands across the world. The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research, helping students to understand how marketing concepts can be applied and implemented. The book covers a full range of industries including business-to-customer, business-to-business, services marketing, retailing and international marketing from companies around the globe.

FEATURES

- End of Chapter Cases

CONTENTS

1 Setting the Scene for Marketing

PART ONE Laying the Groundwork: Shaping Marketing Strategies

2 The Key Aspects of Marketing Strategy
3 Analysis of the Initial Strategic Situation
4 Formulation, Evaluation and Selection of Marketing Strategies
End of Part Case Study: Tata Motors Ltd: An Indian Elephant Makes a Foray into the Global Auto Market

PART TWO The Marketing Mix

5 Product Decisions
6 Pricing: Making Profitable Decisions
7 Sales Decisions
8 Communication Decisions
9 Tying the Knot with Customers
End of Part Case Study – Magnum Ice Cream: A Unilever Success Story

PART THREE Marketing in Specific Contexts

10 Business-to-Business Marketing
11 Marketing of Services
12 International Marketing
End of Part Case Study – Amazon: International Expansion of an E-tailer

PART FOUR Marketing Implementation

13 Marketing and Sales Organization
14 Marketing and Sales Information Systems
15 Marketing and Sales Management Control
16 Human Resource Management in Marketing and Sales
17 Market Orientation
End of Part Case Study: The Nespresso Story: Success with Coffee Based on Market Orientation
End of Part Case Study: Bayer CropScience: Aspirin for Crops?
Appendix: Theories and Techniques
Preface to Marketing Management, 11/e, by Peter and Donnelly, is praised in the market for its organization, format, clarity, brevity and flexibility. The text serves as an overview for critical issues in marketing management. Its brief, inexpensive, paperback format makes it a perfect fit for instructors who assign cases, readings, simulations or offer modules on marketing management for MBA students. The text also works in courses that implement a cross-functional curriculum where the students are required to purchase several texts.

Contents

Section I: Essentials of Marketing Management

Part A: Introduction
Chapter One: Strategic Planning and the Marketing Management Process

Part B: Marketing Information, Research, and Understanding the Target Market
Chapter Two: Marketing Research: Process and Systems for Decision Making
Chapter Three: Consumer Behavior
Appendix: Selected Consumer Behavior Data Sources
Chapter Four: Business, Government, and Institutional Buying
Chapter Five: Market Segmentation

Part C: The Marketing Mix
Chapter Six: Product Strategy
Chapter Seven: New Product Planning and Development
Chapter Eight: Integrated Marketing Communications: Advertising, Sales Promotion, Public Relations, and Direct Marketing
Appendix: Major Federal Agencies Involved in Control of Advertising
Chapter Nine: Personal Selling, Relationship Building, and Sales Management
Chapter Ten: Distribution Strategy
Chapter Eleven Pricing Strategy

Part D: Marketing in Special Fields
Chapter Twelve: The Marketing of Services
Chapter Thirteen: Global Marketing

Section II: Analyzing Marketing Problems and Cases

Section III: Financial Analysis for Marketing Decisions

Section IV: Developing Marketing Plans

Notes

Index
MARKETING

Marketing Management - Text & Cases

International Edition

MARKETING MANAGEMENT
Text and Cases
2005 / 832 pages
ISBN: 978-0-07-296762-3 (Out of Print)

CONTENTS
I Introduction
1. Marketing Strategy - An Overview
2. Callaway Golf Company
3. Tesco Plc
II Creating Value
4. Creating Value
5. Freemarkets OnLine
6. Xerox: Book-In-Time
7. Freepart Studio
8. Omnitel Pronto Italia
III Choosing Customers
9. Target Market Selection and Product Positioning
10. Warner-Lambert Ireland: Niconil
11. TIVO
12. New Beetle
13. Aqualisa Quartz: Simply a Better Shower
14. Documentum, Inc.
IV Communicating Value
15. Integrated Marketing Communications
16. Guru.com
17. Colgate-Palmolive Company: The Precision Toothbrush
18. Launching the BMW Z3 Roadster
19. Mountain Dew: Selecting New Creative
V Going to Market
20. Going to Market
21. Ring Medical
22. HP Consumer Products Business Organization: Distributing Printers via the Internet
23. Goodyear: The Aquatred Launch
24. Merrill Lynch: Integrated Choice
25. Avon.com (A)
VI Capturing Value
26. Pricing: A value Based Approach
27. Pricing and Market Making on the Internet
28. Coca-Cola’s New Vending Machine (A): Pricing To Capture Value, or Not?
29. Tweeter etc. 30. DHL Worldwide Express
VII Branding
31. Brands and Branding
32. Charles Schwab Corp.: Introducing A New Brand
33. Heineken N.V.: Global Branding and Advertising
34. UNICEF 35. Sternway & Sons: Buying a Legend (A)
VIII Managing Customers for Profits
36. Note on Customer Management
37. Fabtek (A)
38. Hunter Business Group: Team TBA
39. Harrah’s Entertainment Inc.
IX Sustaining Value
40. Sustaining Value
41. Koc Holding: Arcelik White Goods
42. KONE: The MonoSpace Launch in Germany
43. H-E-B Own Brands
44. Zucomor S.A.: Global Competition in Argentina
45. Dell - New Horizons

Strategic Marketing - Text

International Edition

MARKETING STRATEGY
A Decision Focused Approach, 6th Edition
By Orville C Walker, University of Minnesota-Minneapolis, John Mullins, University of Denver and Harper Boyd (deceased)
2008 (October 2007) / 384 pages
ISBN: 978-0-07-126391-7[IE]

http://www.mhhe.com/walker08

Marketing Strategy 6/e is a flexible, short, paper-back text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing’s cross/inter-functional relationships. The book’s strategic decision making remains the key strength of this text while separating itself from all the competitors. The 6th edition helps students integrate what they have learned about analytical tools and the 4Ps of marketing within a broader framework of competitive strategy. Four key and relevant trends that are sweeping the world of marketing theory and practice are integrated throughout this new edition.

CONTENTS
Section 1 Introduction to Strategy
Chapter1 Market-oriented perspectives underlie successful corporate, business, and marketing strategies
Chapter 2 Corporate strategy decisions and their marketing implications
Chapter 3 Business strategies and their marketing implications
Section 2 Opportunity Analysis
Chapter 4 Understanding market opportunities
Chapter 5 Measuring market opportunities: forecasting and market knowledge
Chapter 6 Targeting attractive marketing segments
Chapter 7 Differentiation and positioning
Section 3 Formulating Marketing Strategies
Chapter 8 Marketing strategies for new market entries
Chapter 9 Strategies for growth markets
Chapter 10 Strategies for mature and declining markets
Chapter 11 Marketing strategies for the new economy
Section 4 Implementation and Control
Chapter 12 Organizing and planning for effective implementation
Chapter 13 Marketing metrics for marketing performance

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Website: www.mheducation.asia
MARKETING STRATEGY
A Decision-Focused Approach

By Orville C. Walker, University of Minnesota-Minneapolis, John Goutas, La Trobe University, Felix Mavondo, Monash University and John Mullins, University of Denver

2008 (September 2008)
McGraw-Hill Australia Title

http://www.mhhe.com/au/walker

An Australian adaptation of the successful US text, Marketing Strategy is a concise and flexible text that can be used in conjunction with case studies or supplementary readings in project-based marketing strategy courses. The emphasis on strategic decision-making is a key strength of this text. Students are helped to integrate their knowledge of marketing phenomena within the broader competitive framework of the strategic and tactical decisions that marketers and managers make every day. The latest new-economy developments have been included and a series of new case studies from dynamic Australian and New Zealand businesses incorporated for applied study (in Part Five). Marketing Strategy assumes the reader is already familiar with the basics of buyer behaviour, the four Ps, and other marketing fundamentals. With extensive content on four key trends - entrepreneurial companies, the growth in international trade, internet advertising and marketing metrics, this title is a perfect match for modern strategic marketing courses.

FEATURES
- decision-making focus - communicates effective tools necessary for today’s marketers and managers
- current and web-savvy - integrates the latest new-economy developments
- real-world focus - global perspectives on entrepreneurial, marketing management and consulting environments

CONTENTS

PART 1: Introduction to Strategy
Chapter 1 Market-oriented perspectives underlie successful corporate, business and marketing strategies
Chapter 2 Corporate strategy decisions and their marketing implications
Chapter 3 Business strategies and their marketing implications

PART 2: Opportunity analysis
Chapter 4 Understanding market opportunities
Chapter 5 Measuring market opportunities: forecasting and market knowledge
Chapter 6 Targeting attractive market segments
Chapter 7 Differentiation and positioning

PART 3: Formulating marketing strategies
Chapter 8 Marketing strategies for new market entries
Chapter 9 Strategies for growth markets
Chapter 10 Strategies for mature and declining markets
Chapter 11 Marketing strategies for the new economy

PART 4: Implementation and control
Chapter 12 Organising and planning for effective implementation
Chapter 13 Marketing metrics for marketing performance

PART 5: Cases for applied study
1. The Importance of Forecasting Prevailing Market Conditions
2. Driving Forces in the New Car Market
3. An Experiment in Community Development: The Invercargill Licensing Trust
4. Banking on the Online Revolution—The Commonwealth Bank’s Online Marketing Service Strategy
5. An Excellent Adventure in Marketing: phil&teds Most Excellent Buggy Company
6. 42 Below: The Story of a Spirited Vodka Company
7. Maturing into a Full-Bodied Market Player—A Winery’s Steady Growth to the Top
8. Unlocking the Power of the Dairy Farmers Brand
9. Does Australia Still Have a Hard-Earned Thirst for VB?
10. Riding the Waves Together: A Successful Partnership
11. Rise and Shine: Sunrise Bed and Breakfast

MARKETING

221
5. Competitor analysis
5.1. Introduction 5.2. Objective and overview 5.3. Competitor identification 5.3.1. Levels of competition 5.3.2. Identification methods 5.3.3. Choice of a method 5.3.4. Selecting competitors 5.4. Assessing competitors’ current objectives 5.5. Assessing competitors’ current strategies 5.6. Key success factors and competitors’ strengths and weaknesses 5.6.1. Identification of key success factors 5.6.2. Assessing the competitors’ strengths and weaknesses 5.6.3. Assessing relative strengths and weaknesses 5.7. Predicting competitors’ future strategies 5.8. The threat of new competitors

6. Industry attractiveness analysis

7. Distribution channel and supplier analysis
7.1. Overview 7.2. Channel analysis at the macro level 7.3. Channel analysis at the meso level 7.3.1. Channel structure 7.3.2. Intensity of brand distribution 7.4. Channel analysis at the micro level 7.4.1. Market position of distributor 7.4.2. Brand position 7.4.3. Objectives and strategies of distributor 7.4.4. Strengths, weaknesses and future behavior of distributor 7.5. Internet (disintermediation) 7.6. Supplier analysis

8. Other techniques for strategic analysis

9. Corporate objectives and strategies

10. Marketing objectives and strategies

11. Marketing instrument objectives and strategies

12. Marketing plan and implementation
12.1. Introduction 12.2. Plans at different levels 12.3. Function of a marketing plan 12.4. Contents of a marketing plan 12.5. Briefing for the advertising agency 12.6. Implementation and planning issues

Strategic Marketing - Text & Cases

International Edition

STRATEGIC MARKETING 9th Edition
By David Cravens, Texas Christian University and Nigel Piercy, Warwick University
2008 (February 2008) / 752 pages
ISBN: 978-0-07-338100-8
www.mhhe.com/cravens9e

Strategic Marketing 9/e by Cravens and Piercy is a text and casebook that discusses the concepts and processes for gaining the competitive advantage in the marketplace. The book is designed around the marketing strategy process with a clear emphasis on analysis, planning, and implementation. This new edition uses a decision-making process to examine the key concepts and issues involved in analyzing and selecting strategies. Marketing strategy is considered from a total business perspective as instructors want to examine marketing strategy beyond the traditional emphasis on marketing functions. The length and design of the book offer flexibility in the use of the text material and cases. New features and updated cases have made this text the most relevant text in the market today.

CONTENTS
PART ONE Strategic Marketing
1 Market-Driven Strategy
1A Appendix Financial Analysis for Marketing Planning and Control

PART TWO Markets, Segments, and Customer Value
2 Markets and Competitive Space
2A Appendix Forecasting Guidelines
3 Strategic Market Segmentation
4 Strategic Customer Relationship Management
5 Capabilities for Continuous Learning about Markets

Cases for Part Two

PART THREE Designing Market-Driven Strategies
6 Marketing Targeting and Strategic Positioning
7 Strategic Relationships
8 Innovation and New Product Strategy

Cases for Part Three

PART FOUR Market-Driven Program Development
9 Strategic Brand Management
10 Value-Chain Strategy
THE CHINA CASEBOOK
By Wilfried Vanhonacker
2004 / 368 pages
ISBN: 978-0-07-123762-8
An Asian Publication

The China Casebook contains 20 case studies which span various industries, from services to fast-moving consumer goods. Some of the companies are local Chinese enterprises while others are foreign investment enterprises. Collectively, the issues raised in the cases cover most of the strategic and operational ones companies that operate in China run into. As not all cases are success stories, the comprehensive set highlights the dos and don’ts of operating in China. Besides being an excellent basis for course development, the casebook also provides stimulating reading for all interested in and actually doing business in China.

CONTENTS
The China Casebook
Preface
Acknowledgments
About the Author
Synopsis of the Cases
China 2000: An Overview
1. CRE Beverage Ltd.: South African Breweries' Strategy in China
2. Hong Kong's Airport Express Train
3. Beijing Textile Group
4. Looking into a Mirror or through a Glass? Understanding Cultural Differences in Foreign-funded Enterprises in China
5. Cyberway Computer Communications Co. Ltd.
6. Fudjian Industrial Securities Company
7. Hang Cheong Surveyors Ltd.
8. Kodak in China (A)
9. Kodak in China (B): A Billion for a Billion
10. Kodak in China (C)
11. Shanghai Museum
12. Guangzhou Peugeot Automobile Co. Ltd.: Partnership Breakdown
13. Roland Berger (Shanghai) International Management Consultants Ltd.
14. Shanghai Automotive Industry Corporation (A)
15. Shanghai Automotive Industry Corporation (B): Shanghai General Motors
17. Shanghai Famous Pops
18. The Stone Group’s Diversification Strategy: Caught between a Rock and a Hard Place
19. Tony Roma’s in Shanghai
20. Beijing Wangfujing Department Store (Group) Co. Ltd.
also highlighted within the chapters’ Advertising Experience to fully integrate the brand’s relevance to the chapter’s concepts.

- Campaign Video. Contemporary Advertising introduces a new campaign video featuring the Holiday Inn Express campaign created by Fallon Worldwide. This new segment ties in to the Chapter 7 opening vignette, which highlights the same campaign. The video follows the step-by-step development of a complete advertising campaign with interviews from the campaign’s agency players. This behind-the-scenes perspective provides students an opportunity to see how a winning campaign is developed from the ground up.

CONTENTS
1 What Is Advertising Today?
2 The Evolution of Advertising
3 The Economic, Social, and Regulatory Aspects of Advertising
4 The Scope of Advertising: From Local to Global
5 Marketing and Consumer Behavior: The Foundations of Advertising
6 Market Segmentation and the Marketing Mix: Determinants of Advertising Strategy
7 Research: Gathering Information for Advertising Planning
8 Marketing and Advertising Planning: Top-Down, Bottom-Up, and IMC
9 Planning Media Strategy: Finding Links to the Market
10 Creative Strategy and the Creative Process
11 Creative Execution: Art and Execution
12 Producing Ads for Print, Electronic, and Digital Media
13 Using Print Media
14 Using Electronic Media: Television and Radio
15 Using Digital Interactive Media and Direct Mail
16 Using Out-of-Home, Exhibitive, and Supplementary Media
17 Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion
18 Relationship Building: Public Relations, Sponsorship, and Corporate Advertising
Epilogue Repositioning a Brand
Appendix A Marketing Plan Outline
Appendix B Advertising Plan Outline
Important Terms
End Notes

NEW TO THIS EDITION
- New Media & Marketing Statistics Added: All of the chapters were updated with new market statistics and to reflect the changes that have taken place as a result of new media technologies, most notably the Internet. These revisions also reflect the changing role of advertising in the marketing mix and the increased importance of integrating marketing communications. Many real-world stories were added or updated as chapter openers or within the text. Whenever possible, references are made to the chapter openers throughout the corresponding chapters.
- Additional content on Digital Interactive Media: This chapter is now dedicated to that topic, with increased emphasis on the subject of search engines.
- Simplified topics: Throughout the book, an effort was made to simplify topics, add relevant examples, and shorten lengthy discussions. The author’s goal is to engage students, excite them about the discipline, and leave them with a desire to learn more.
- Order of text chapters: The order of the chapters continues to reflect the way advertising is typically developed, starting with an understanding of the role of advertising, then researching and defining the target audience, followed by development of a strategic plan, leading into the creative strategy, creative process and production, an understanding of the media options, and finally the development of a media plan, including the integration of other marketing communications elements (IMC).

CONTENTS
Part One An Introduction to Advertising
Chapter 1 Advertising Yesterday, Today and Tomorrow
Chapter 2 The Economic, Social, and Regulatory Aspects of Advertising
Chapter 3 Business of Advertising
Part Two Understanding the Target Audience
Chapter 4 Segmentation, Targeting, and the Marketing Mix
Chapter 5 Communication and Consumer Behavior
Part Three The Planning Process
Chapter 6 Account Planning and Research
Chapter 7 Developing Marketing and Advertising Plans
Part Four The Creative Process
Chapter 8 Creative Strategy and the Creative Process
Chapter 9 Creative Execution: Art and Copy
Chapter 10 Producing Ads for Print, Electronic, and Digital Media
Part Five Reaching the Target Audience
Chapter 11 Print Advertising
Chapter 12 Electronic Media: Television and Radio
Chapter 13 Digital Interactive Media and Direct Mail
Chapter 14 Out-of-Home, Direct-Mail and Specialty Advertising
Part Six Integrating Marketing Communications Elements
Chapter 15 Media Planning and Buying
Chapter 16 IMC: Direct Marketing, Personal Selling and Sales Promotion
Chapter 17 IMC: Public Relations, Sponsorship, and Corporate Advertising
Glossary
Endnotes
Credits and Acknowledgments
Name Index
Company Index
Subject Index

International Edition
ESSENTIALS OF CONTEMPORARY ADVERTISING
2nd Edition
By William F Arens (deceased) and David Schaefer, Sacramento City College

2009 (April 2008) / 608 pages

www.mhhe.com/arens

Essentials of Contemporary Advertising, 2/e by William Arens and David Schaefer explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors’ goal is to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the student’s “real life.” This approach truly transcends the conceptual and propels students into an exciting and practical dimension.
Belch/Belch 8th edition continues its Advertising focus with an emphasis on IMC. It includes very comprehensive coverage of Agency issues and creative work and how it is related to the IMC mix. The authors understand that marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling); Belch/Belch is the first book to reflect the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy. The text underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective (the theme of the text) catapults the reader into the business practices of the 21st century.

NEW TO THIS EDITION

- Updated Coverage of the Emerging Field of Integrated Marketing Communications (IMC) – The text is built around an integrated marketing communications planning model and recognizes the importance of coordinating all of the promotional mix elements to develop an effective communications program.

- Updated Chapter on the Internet and Interactive Media: Chapter 15 has been updated to reflect the most up-to-date information on the Internet and other forms of interactive media and how they are being used by marketers.

- New Diversity Perspectives: These boxed items are designed to focus attention on the increase in the diversity of the consumer United States market. This feature focuses on the opportunities and challenges facing companies as they develop integrated marketing communication programs for diverse markets.

- New Chapter Opening Vignettes: All of the chapter opening vignettes in the 8th edition are new and were chosen for the currency and relevance to students. They demonstrate how various companies and agencies use advertising and IMC tools as well as provide insight into current trends and developments taking place in the advertising world. A few of the companies featured are Google, Under Armour, Nike and Apple.

- New and Updated IMC Perspectives All of these boxes are either new or updated. These boxes provide insight into many of the most current and popular advertising and promotion campaigns.

- New and Updated Global and Ethical Perspectives Nearly all of these boxes are new, and those that are not new have been updated. The Global Perspectives examine the role of advertising and promotion in international markets. The Ethical Perspectives discuss issues and developments that question ethics of marketers and their decisions.

- New Career Profiles The 8th edition features all new Career Profiles that discuss the career path of successful individuals working in various areas of advertising and promotion (including clients, advertising agencies and media). A few of those featured in the Career Profiles include a senior product marketing manager at Google and a senior associate brand manager for Miller Brewing Company.

CONTENTS

Part 1: The Role of IMC in Marketing
Chapter 1: An Introduction of Integrated Marketing Communications
Chapter 2: The Role of IMC in the Marketing Process

Part 2: Integrated Marketing Program Situation Analysis
Chapter 3: Organizing for Advertising and Promotion
Chapter 4: Perspectives on Consumer Behavior

Part 3: Analyzing the Communication Process
Chapter 5: Building the Communication Process
Chapter 6: Source, Message, and Channel Factors

Part 4: Objectives and Budgeting for Integrated Marketing Communications Programs
Chapter 7: Establishing Objectives and Budgeting for the Promotional Program

Part 5: Developing the Integrated Marketing Communications Program
Chapter 8: Creative Strategy: Planning and Development
Chapter 9: Creative Strategy: Implementation and Evaluation
Chapter 10: Media Planning and Strategy

Chapter 11: Evaluation of Broadcast Media
Chapter 12: Evaluation of Print Media
Chapter 13: Support Media
Chapter 14: Direct Marketing and Marketing on the Internet
Chapter 15: Internet and WWW
Chapter 16: Sales Promotion
Chapter 17: Public Relations, Publicity, and Corporate Advertising
Chapter 18: Personal Selling

Part 6: Monitoring, Evaluation, and Control
Chapter 19: Measuring the Effectiveness of the Promotional Program

Part 7: Special Topics and Perspectives
Chapter 20: International Advertising and Promotion
Chapter 21: Regulation of Advertising and Promotion
Chapter 22: Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion
ADVERTISING AND PROMOTION
An Integrated Marketing Communication Perspective
By George E Belch and Michael A Belch of San Diego State University, Gayle Kerr, Queensland University of Technology and Irene Powell, Monash University

2008 (October 2008)
ISBN: 978-0-07-471766-0
ISBN: 978-0-07-009118-4 (with eBook)
McGraw-Hill Australia Title
http://www.mhhe.com/au/belch

The whole is greater than the sum of the parts: this is the most basic premise of integrated marketing communication (IMC). Synergies can be generated if marketing communication is considered as a whole rather than planning advertising, public relations or promotion in isolation. This title takes this approach and can truly make the claim to be the first genuinely IMC text. Responding to market demands, this title has been comprehensively re-organised into 4 parts (16 chapters) to suit Australia/New Zealand one-semester courses. Part 1 puts marketing communication into an Australia and New Zealand context. Armed with the context, students are given an overview of the communication process and basic theories and models in Part 2. In Part 3 students can begin to plan strategy with confidence and decide on tactics. By Part 4, students are able to integrate strategies and look at a number of different communication disciplines - direct and interactive, public relations and sponsorship, sales promotion and personal selling.

FEATURES

- truly considers marketing communication as a whole rather than isolated parts
- appreciates the unique context of Australia and New Zealand, plus 8 local cases
- innovative design and use of concept maps to communicate ideas
- integrated eBook supplied with this text offering note-taking, search and highlighting functions

CONTENTS

PART 1 THE CONTEXT OF MARKETING COMMUNICATION
Chapter 1 Where marketing communication began: The development of Advertising in Australia and New Zealand
Chapter 2 IMC: How marketing communication changed
Chapter 3 Social, ethical and regulatory aspects
Case: Quit Victoria
Case: Coke Zero

PART 2 HOW MARKETING COMMUNICATION WORKS
Chapter 4 The communication process
Chapter 5 Starting with the consumer: Developing consumer insight
Chapter 6 Branding and building relationships with the database
Case: Rip Curl
Case: Coke Zero

PART 3 PLANNING AND DECISION MAKING
Chapter 7 The planning process and strategy development
Chapter 8 Establishing Objectives and Budgeting for the IMC Program
Chapter 9 Message Strategy and Execution
Chapter 10 Media and contact strategy
Chapter 11 Media Tactics
Chapter 12 Evaluation

INTEGRATED MARKETING COMMUNICATIONS
By Tom Duncan, University of Denver and Hans Ouwersloot, University of Maastricht
2007 (December 2007) / 672 pages
McGraw-Hill UK Title
http://www.mcgraw-hill.co.uk/textbooks/ouwersloot

Everything communicates. Any action that a company takes will leave an impression on its consumers. Integrated Marketing Communications is about the coherent, consistent and clear use of a company’s communication options. The text provides students with a solid understanding of all of the major marketing communication functions and media alternatives, and the processes for integrating these activities in the most effective and efficient way in order to develop long-term, profitable customer relationships that build brands and create brand equity.

CONTENTS

PART I BUILDING BRANDS AND MC STRATEGIES
Chapter 1 Marketing communications builds brands
Chapter 2 Brands and brand relationships
Chapter 3 Brand Communication at work
Chapter 4 Consumer response

PART II CREATING, SENDING, AND RECEIVING BRAND MESSAGING
Chapter 5 IMC Planning
Chapter 6 Creative Strategies
Chapter 7 Message execution
Chapter 8 Media characteristics
Chapter 9 Internet and interactivity

PART III THE MARKETING COMMUNICATION FUNCTIONS
Chapter 10 Media Planning
Chapter 11 Building the brand: Product placement, events, sponsorships and packaging
Chapter 12 Publicity and public relations
Chapter 13 Sales promotions
Chapter 14 Personal selling
Chapter 15 Direct marketing and customer service: The dialogue builder

PART IV THE BIG PICTURE
Chapter 16 Social, ethical and legal issues
Chapter 17 International Marketing Communication
Chapter 18 Measurement, evaluation, and effectiveness
PRINCIPLES OF ADVERTISING AND IMC
2nd Edition
By Tom Duncan, University of Colorado Boulder
2005 / 800 pages
ISBN: 978-0-07-304971-7 (with AdSim CD-ROM) - Out of Print
http://www.mhhe.com/duncan05

CONTENTS
Part I How Brands are Built
Chapter 1 The Marketing Communication Functions and IMC
Chapter 2 Marketing Communication Partners and Organization
Chapter 3 Brands and Stakeholder Relationships
Part II Basic MC Strategies for Building Brands
Chapter 4 Integrating the Brand Communication Process
Chapter 5 Customer Brand Decision Making
Chapter 6 Advertising and IMC Planning
Chapter 7 Segmenting, Targeting and Positioning
Chapter 8 Data-Driven Communications
Part III Creating, Sending, and Receiving Brand Message
Chapter 9 Advertising and IMC Creative Strategies
Chapter 10 Creative Executions
Chapter 11 Advertising and IMC Media
Chapter 12 Internet and e-Commerce
Chapter 13 Advertising and IMC Media Planning
Part IV The Marketing Communication Functions
Chapter 14 Consumer Promotional and Packaging
Chapter 15 Channel Marketing and Trade Promotion
Chapter 16 Personal Selling
Chapter 17 Public Relations and Brand Publicity
Chapter 18 Integrated Direct Marketing
Chapter 19 Customer Service, Trade Shows, Events and Sponsorships
Part V The Big Picture
Chapter 20 Social, Legal, and Ethical Issues in Marketing Communications
Chapter 21 International IMC
Chapter 22 Effectiveness Measurements and Evaluations

RELATIONSHIP SELLING
3rd Edition
By Mark Johnston and Greg Marshall of Rollins College-Winter Park
2010 (April 2009) / 456 pages
ISBN: 978-0-07-340483-7
ISBN: 978-0-07-017247-0 [IE]
Now available in its third edition, Relationship Selling has struck a chord with instructors and students throughout the selling discipline. As its title suggests, Relationship Selling focuses on creating and maintaining profitable long-term relationships with customers, highlighting the salesperson as an essential element in communicating value to customers. This same approach is used successfully at firms throughout the world—no surprise given the extensive real-world sales and consulting experience of this author team. From its numerous role-plays and pedagogical aids to its student-friendly style and stellar teaching support, Relationship Selling is a fast-rising favorite of students and instructors alike.

NEW TO THIS EDITION
• New Leadership updates including: “Six Business Trends Every Salesperson Must Know” and “When the Boss is Based Far, Far Away” (Ch. 2); “On the Value of Professionalism” (Ch. 3); “Four Classic Categories of Prospects” (Ch. 5)
• New and Revised Coverage of Creating Customer Value (Ch. 3) including a new discussion of the changing customer and updates on implementing value-adding services and being your own brand.
• New Expert Advice profiles in chapters 3, 5, and 8. Expert Advice profiles showcase working professionals who have found success in relationship selling by applying aspects of the principles and concepts discussed in the chapter.
• New and Revised Innovation features throughout the entire book.

CONTENTS
Preface
Part One: What Is Relationship Selling?
Chapter 1: Introduction to Relationship Selling
Chapter 2: Using Information to Understand Sellers and Buyers
Chapter 3: Value Creation in Buyer-Seller Relationships
Chapter 4: Ethical and Legal Issues in Relationship Selling
Part Two: Elements of Relationship Selling
Chapter 5: Prospecting and Sales Call Planning
Chapter 6: Communicating the Sales Message
Chapter 7: Negotiating for Win-Win Solutions
Chapter 8: Closing the Sale and Follow-up
Chapter 9: Self-Management: Time and Territory
Part Three: Managing the Relationship-Selling Process
Chapter 10: Salesperson Performance: Behavior, Motivation, and Role Perceptions
Chapter 11: Recruiting and Selecting Salespeople
Chapter 12: Training Salespeople for Sales Success
Chapter 13: Salesperson Compensation and Incentives
Chapter 14: Evaluating Salesperson Performance
Glossary
Endnotes
Index
NEW TO THIS EDITION

- Expanded coverage of ethics: Futrell has always stressed the primacy of ethics in responsible selling. The 10th edition takes this focus further, with ethical service integrated into each chapter as well as each step of the selling process. Ethics has become a popular topic in the modern era and this expanded coverage will benefit students learning this topic.

- Improved opening chapter: Chapter 1 now includes expanded discussion of the Golden Rule of Selling, the Great Harvest Law of Sales, and the common denominator of sales success.

- Technology coverage: Futrell’s coverage of selling technology now includes the use of iPods for presentations and training. Students learn the central theme within each chapter that shows the use of technology and automation in selling and servicing prospects and customers.

- New topics in selling: Topics new to the 10th edition include the sales prospecting funnel, the leaking bucket customer concept, and the use of parables and storytelling as communication techniques.

- Increased emphasis on planning: Coverage of planning the sales call (Chapter 7) has been expanded in this edition. Students gain personal insight on how to plan the sales call in the business world.

- Expanded Coverage of Sales Careers: Career information has been expanded throughout to emphasize that there are sales jobs in all organizations — business, service, and nonprofit. This coverage reveals a multitude of career opportunities for students.

- Sales Careers-Career information has been expanded throughout so students will better understand that there are sales jobs in all organizations—business, service, and nonprofit.

CONTENTS

Part I: Selling as a Profession
Chapter 1: The Life, Times, and Career of the Professional Salesperson
Chapter 2: Ethics First...Then Customer Relationships

Part II: Preparation For Relationship Selling
Chapter 3: The Psychology of Selling: Why People Buy
NEW Chapter-opening Profiles: All chapters open with a real salesperson or sales manager’s perspective on the chapter. Each profile is new and original to this edition and the authors have also integrated Profiles into each chapter as a running example to increase this feature’s functionality.

NetSuite Role Plays: The authors have re-written role plays to feature NetSuite, the software used in the National Collegiate Sales Competition. NetSuite is a hosted application, and their website has role-based demonstrations so that students can learn what the product does for different people in the sales organization. At the end of most chapters, the student will find a role play using NetSuite, and additionally, there are ten prospect scenarios at the end of the book.

New Building Partnerships boxes: These are boxed features that provide more detailed examples of chapter material and present chapter material in a slightly different light. This provides students with a different perception of the chapter.

New Sales Technology: This is a boxed feature in each chapter that illustrates how technology is used. There are different types of technology boxes that students can use including knowledge management technology, CRM technology, and even GPS technology used in routing sales calls.

Feature Questions: Embedded in the discussion questions are questions that direct students back to the Profiles, Building Partnerships, Buyer’s Seat, or Sales Technology features so that these features are read and used friendlier.

Original Examples: These examples have been written specifically for this book, provided from current sales programs and salespeople, many of whom took the class and used this book.

CONTENTS
Part One: The Field of Selling
Chapter 1: Selling and Salespeople
Chapter 2: Building Partnering Relationships

Part Two: Knowledge and Skill Requirements
Chapter 3: Ethical and Legal Issues in Selling
Chapter 4: Buying Behavior and the Buying Process
Chapter 5: Using Communication Principles to Build Relationships
Chapter 6: Adaptive Selling for Relationship Building

Part Three: The Partnership Process
Chapter 7: Prospecting
Chapter 8: Planning the Sales Call
Chapter 9: Making the Sales Call
Chapter 10: Strengthening the Presentation
Chapter 11: Responding to Objections
Chapter 12: Obtaining Commitment
Chapter 13: Formal Negotiation
Chapter 14: After the Sale: Building Long-Term Partnerships

Part Four: The Salesperson as Professional
Chapter 15: Managing Your Time and Territory
Chapter 16: Managing Within Your Company
Chapter 17: Managing Your Career

International Edition
SELLING Building Partnerships, 7th Edition
By Barton W. Weitz, University of Florida, Stephen B. Castleberry, University of Minnesota, and John F. Tanner, Baylor University

2009 (October 2008) / 640 pages
ISBN: 978-0-07-338108-4
ISBN: 978-0-07-128090-7 [IE]
http://www.mhhe.com/weitz7e

Selling: Building Partnerships, 7e remains the most innovative textbook in the Selling course area today with its unique role plays and partnering skills which are critical skills for all business people. The authors emphasize throughout the text on the need for salespeople to be flexible-to adapt their strategies to customer needs, buyer social styles, and relationship needs and strategies. This is followed by a complete discussion of how effective selling and career growth are achieved through planning and continual learning. This marketing text has been updated to continue its relevance in the Selling market today just as it was twenty years ago.

NEW TO THIS EDITION
- From the Buyer’s Seat: This is a new feature that provides a buyer’s perspective on the material in the chapter. These are all original to the book and not taken from any magazine articles. This feature allows students to get a feel from the buyer’s viewpoint instead of the selling point of view.

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Sales Management

International Edition

CHURCHILL/FORD/WALKER'S SALES FORCE MANAGEMENT 9th Edition

By Mark Johnston and Greg Marshall of Rollins College-Winter Park

2008 (March 2008) / 512 pages
ISBN: 978-0-07-125944-6 [IE]

http://www.mhhe.com/sfm9e

Sales Force Management, 9e remains the most definitive text in the field today. Mark Johnston and Greg Marshall team up to maintain the quality and integrity of earlier editions while also breaking new ground with relevant new content for the changing field. The familiar framework of this text – from which instructors love to teach – remains the same while relevant, real-world student learning tools and up-to-date sales management theory and application have been added. The framework has been developed to portray sales managers’ activities as three interrelated, sequential processes, each of which influences the various determinants of salesperson performance. The three interrelated parts of the framework, formulation of a sales program, implementation of the sales program, and evaluation and control of the sales program, remain consistent and highly relevant in the 9th edition. This edition integrates new, innovative learning tools and the latest in sales management theory and practice.

NEW TO THIS EDITION

- Comprehensive, Integrative Cases: New and updated cases are provided in the ninth edition. Six popular cases are updated to incorporate in new technologies and managerial concepts. Three new sales management cases from the Ivey School of Business at the University of Western Ontario have been added – one at the end of each major part of the book. Each chapter also contains a Minicase enabling students to apply directly what they are learning from each chapter.

- Strategic Partnership with HR Chally Group: HR Chally Group joins the ninth edition of Sales Force Management as a strategic partner. This group is the leading global consultancy focused on enterprise-wide talent management. Their research forms the basis for a completely new set of chapter openers. In addition, managerial relevant concepts from their many research studies are incorporated throughout the text. Students and their instructors will enjoy and appreciate reading how the Chally findings are applied to real-world topics facing sales managers today. No other sales management textbook offers this future of combining cutting-edge research with sales management practice.

- Role Plays: Sales Force Management 9e incorporates the latest in state-of-the-art sales management training in the form of role plays that faculty can use throughout the course. Each role play enables students to work together to employ important sales management concepts they have learned in that particular chapter.

- Leadership Challenge: Each end-of-chapter contains updated “Leadership Challenge” feature boxes which puts the students in real life sales management situations and asks them to solve the problem. This feature engages students more directly in learning and applying leadership issues.

- New and Updated Feature Boxes on Innovation, Technology, and Leadership: Many boxes have been revised and new ones have been added to highlight the latest trends in sales management. Professors will benefit from incorporating these features into class discussions and exercises, and students will find it easier to apply the concepts they are learning in the chapter.

- New and Updated Breakout Questions: Timely and engaging discussion questions can be found at the end of each chapter. These make for great discussion starters as well as highly useful review questions for exams.

CONTENTS

Chapter 1: Overview of Sales Management and the Selling Environment

Part One: Formulation of a Sales Program
Chapter 2: The Process of Buying and Selling
Chapter 3: Linking Strategies and the Sales Role in the Era of Customer Relationship Management
Chapter 4: Organizing the Sales Effort
Chapter 5: The Strategic Role of Information in Sales Management

Part Two: Implementation of the Sales Program
Chapter 6: Salesperson Performance: Behavior, Role Perceptions, and Satisfaction
Chapter 7: Salesperson Performance: Motivating the Sales Force
Chapter 8: Personal Characteristics and Sales Aptitude: Criteria for Selecting Salespeople
Chapter 9: Sales Force Recruitment and Selection
Chapter 10: Sales Training: Objectives, Techniques, and Evaluation

Part Three: Evaluation and Control of the Sales Program
Chapter 11: Designing Compensation and Incentive Programs
Chapter 12: Cost Analysis: Analyzing the Cost of Implementing CRM for New Brands

Chapter 13: Behavior and Other Performance Analyses

MANAGEMENT OF A SALES FORCE 12th Edition

By Rosann Spiro, Indiana University-Bloomington, William Stanton, University of Colorado-Boulder and Greg Rich, Bowling Green State University

2008 (February 2007) / 608 pages
ISBN: 978-0-07-352987-6
ISBN: 978-0-07-125944-6 [IE]

Management of a Sales Force is the best selling text in the sales management market, with a reputation for blending leading-edge research and student-friendly writing better than any other book. The 12th edition has been thoroughly revised to reflect all the changes that affect the sales manager’s role, from the increasing globalization of business to savvier customers who now use the internet to research their purchasing decisions. All chapters have been updated with current company examples that demonstrate how the best sales executives are adapting to these and other new challenges. In addition, the latest sales management research studies and reports are presented in a straightforward, easy-to-read manner, making Management of A Sales Force, 12e, by far the most current sales management textbook on the market.

CONTENTS

PART I: Introduction to Sales Force Management
Chapter 1: The Field of Sales Force Management
Chapter 2: Strategic Sales Force Management
Chapter 3: Personal Selling Process

PART II: Organizing, Staffing, and Training a Sales Force
Chapter 4: Sales Force Organization
Chapter 5: Profiling and Recruiting Salespeople
Chapter 6: Selecting and Hiring Applicants
Chapter 7: Developing, Delivering, and Reinforcing a Sales Training Program

PART III: Directing Sales Force Operations
Chapter 8: Motivating a Sales Force
Chapter 9: Sales Force Compensation
Chapter 10: Sales Force Quotas & Expenses
Chapter 11: Leadership of a Sales Force

PART IV: Sales Planning
Chapter 12: Sales Forecasting and Developing Budgets
Chapter 13: Sales Territories

PART V: Evaluating Sales Performance
Chapter 14: Analysis of Sales Volume
Chapter 15: Marketing Cost and Profitability Analysis
Chapter 16: Evaluating a Salesperson’s Performance
Chapter 17: Ethical and Legal Responsibilities of Sales Managers
Appendix A: Integrative Cases
Appendix B: Careers in Sales Management

SALES AND DISTRIBUTION MANAGEMENT
By Krishna K Havaldar, RJS Institute of Management Studies, Bangalore University and Vasant M Cavale
2006 (June 2006) / 592 pages
ISBN: 978-0-07-061190-0
McGraw-Hill India Title
http://www.mhhe.com/sdm

CONTENTS
PART 1: SALES MANAGEMENT
1. Introduction to Sales Management
2. Personal Selling Process
3. Planning and Organizing Sales Force
4. Staffing the Sales Force
5. Training the Sales Force
6. Directing the Sales Force
7. Motivating and Leading The Sales Force
8. Controlling and Evaluation the Sales Force
9. Social, Ethical, and Legal Responsibilities

PART II: DISTRIBUTION MANAGEMENT
10. Introduction to Distribution Management
11. Marketing Channels
12. Channel Institutions
13. Wholesaling
14. Channel Planning
15. Channel Management
16. Channel Information Systems
17. Market Logistics & Supply Chain Management

BUSINESS TO BUSINESS
NEW
International Edition
BUSINESS MARKETING
Connecting Strategy, Relationships and Learning, 4th Edition
By Robert Dwyer, University of Cincinnati and John Tanner, Baylor University
2009 (January 2008) / 736 pages
ISBN: 978-0-07-126343-6 [IE]
http://www.mhhe.com/dwyer4e

Business Marketing, 4e is targeted at the undergraduate Business Marketing course to students who want to succeed in business to business marketing. This edition combines a theory-driven yet hands-on approach to show students how to make profitable and quality business marketing decisions. This well known text introduces the concepts of marketing to businesses and stresses the importance of customer relationship and knowledge management.

NEW TO THIS EDITION
- New Cases. The authors have hand picked new cases that relate closely to the material in the chapters. There are six new cases, all original to this text, in this edition.
- Expanded Coverage of Services: This new edition has seen the coverage of services expanded with more focus on the concept of “offerings” rather than product or services. This coverage is consistent with a service dominant logic of marketing.
- Personal profiles by marketing practitioners: Integrated throughout the text are personal profiles written by a marketing practitioner about what he or she does from the field. This will give students a glimpse of who does marketing so they can see what their options are. This is intended to pique student curiosity and encourage reading of the sidebars.
- New focus on ethics: Authors have developed ethics-based discussion questions for each chapter, in addition to expanding coverage in the chapter. Each chapter also has at least one Business 2 Business box that considers ethics in relation to that chapter. Students will gain a better grasp and the importance of ethics.
- Incorporated more international examples and topics: Authors have expanded global examples within chapters and each chapter has From the Field topics that has global examples or covers an issue of global importance.
- Updated pedagogical features: Discussion Questions, Caselets, and Cases have all been updated throughout the textbook.
- Stronger examples of relationships in business marketing, along with the latest research.
- Expanded coverage of supply chain management including topics such as strategic sourcing.
- Greater emphasis on sales as this position is the most likely where students will begin their B2B marketing career.
BUSINESS MARKETING IN ASIA
By Lau Geok Theng
2007 (July 2007)

An Asian Publication

Business Marketing: An Asian Perspective provides concise coverage of key decisions, issues and challenges in marketing to business organizations. Up-to-date information and concepts relating to business markets and marketing strategies, products and consumer behaviour as well as sales, distribution and communication are unpacked, as is the effect of e-commerce on businesses. Relevant examples gleaned from China, Thailand, Singapore and other parts of Asia, together with provocative end-of-chapter questions, aid the reader in applying the concepts and in thinking deeply about issues, while case studies stimulate the reader to further examine decisions and issues in a more holistic fashion. Business Marketing: An Asian Perspective is an invaluable sourcebook and reference for anyone intending to teach or do business in the Asian arena.

CONTENTS
Author’s Preface
Main Text Chapters
1. Introduction to Business Marketing
2. Business Buying Process and Behaviour
3. Business Market Analysis
4. Business Market Segmentation
5. Business Marketing Strategies
6. E-Commerce in the Business Market
7. Business Product Strategies and Decisions
8. Business Pricing Strategies and Decisions
10. Business Sales Management and Personal Selling
11. Business Marketing Communications
12. Business Marketing Implementation and Control
Selected Case Studies
Case 1 Network Solutions Vendor 3Com Looks to Wireless and VoIP Businesses to Fuel Growth
Case 2 CSC, Reaching for Top Three

BUSINESS MARKETING
3rd Edition
By Frank Bingham, Bryant College and Roger Gomes and Patricia A Knowles of Clemson University
2005 / 496 pages
ISBN: 978-0-07-285911-9 (Out of Print)
http://www.mhhe.com/bingham05

CONTENTS
Part 1: The Business Marketing Environment
Chapter 1: Introduction to the Business Marketing Environment
Chapter 2: Ethical Considerations in Business to Business Marketing
Chapter 3: Professional Selling and Sales Management
Chapter 4: The Organizational Buying Process
Part 2: Research Analysis and Strategic Planning
Chapter 5: Marketing Research and Information Systems
Chapter 6: Market Segmentation, Positioning, and Demand Projection
Chapter 7: New Product Development, Management, and Strategy
Chapter 8: Price Planning and Strategy
Part 3: Communication and Delivery
Chapter 9: Promotional Strategy
Chapter 10: Business Marketing Channel Participants
Chapter 11: Supply Chain Management and Logistics
Part 4: International Applications
Chapter 12: International Business Marketing
MARKETING

International Edition

INDUSTRIAL MARKETING
2nd Edition
By Krishna Havaldar, Indian Institute of Management, Ahmedabad
2005 / 416 pages
ISBN: 978-0-07-058840-0
McGraw-Hill India Title

CONTENTS
1. The nature of Industrial Marketing
2. Understanding Industrial Markets and Environment
3. The Nature of Industrial Buying and Buying Behaviour
4. Buyer-seller Relationship
5. Industrial Marketing Intelligence and Marketing Research
6. Industrial Market Segmentation, Target Marketing, and Positioning
7. Product Strategy and new product Development
8. Industrial Distribution Channels and Marketing Logistics
9. Managing the personal Selling function
10. Industrial Communication: Advertising, Sales Promotion Publicity and Direct Marketing
11. Industrial Pricing Strategies and Policies
12. Strategic Planning, Implementing and Controlling in Industrial Marketing
CASE STUDIES:
1. Metal Products India Ltd
2. Star Engineering Co. Ltd
3. Star Material Handling Co. Ltd
4. Precision Steel Tubes Ltd
5. Sigma Telecom Company
6. Plastic Technologies (India) Ltd.
7. Alfa Networks
8. ROBO KNON
10. Electrical Equipment Ltd
11. Saragam Aluminium Ltd
12. Hindustan Engineering and Automotive products Ltd.

Product Management

International Edition

PRODUCT MANAGEMENT
4th Edition
By Donald Lehmann, Columbia University and Russell Winer, University of California
2005 / 512 pages
ISBN: 978-0-07-286598-1 (Out of Print)
http://www.mhhe.com/lehmann05

CONTENTS
Chapter 1: Introduction to Product Management
Chapter 2: Marketing Planning
Chapter 3: Defining the Competitive Set
Chapter 4: Category Attractiveness Analysis
Chapter 5: Competitor Analysis

Chapter 6: Customer Analysis
Chapter 7: Market Potential and Sales Forecasting
Chapter 8: Developing Product Strategy
Chapter 9: New Products
Chapter 10: Pricing Decisions
Chapter 11: Advertising Decisions
Chapter 12: Promotions
Chapter 13: Channel Management
Chapter 14: Service and Direct Customer-Based Marketing
Chapter 15: Financial Analysis
Chapter 16: Marketing Metrics

New Product Management

International Edition

NEW PRODUCT MANAGEMENT
9th Edition
By Merle Crawford, Emeritus-University of Michigan and Anthony Di Benedetto, Temple University-Philadelphia
2008 (October 2007) / 552 pages
http://www.mhhe.com/crawford9e

Written with a managerial focus, New Product Management by Crawford and Di Benedetto is useful to the practicing new products manager. Along with the management approach, the perspective of marketing is presented throughout which enables the text to have a balanced view. The authors aim to make the book increasingly relevant to its users as this revision is considered to be a “new product.” Many new examples, cases, and research along with the most current topics highlight the new edition of New Product Management.

CONTENTS
Part One: Overview and Opportunity Identification/Selection
Chapter 1: The Menu
Chapter 2: The New Products Process
Chapter 3: Opportunity Identification and Selection: Strategic Planning for New Products
Part Two: Concept Generation
Chapter 4: Preparation and Alternatives
Chapter 5: Problem-Based Ideation: Finding and Solving Customers’ Problems
Chapter 6: Analytical Attribute Approaches: Introduction and Perceptual Mapping
Chapter 7: Analytical Attribute Approaches: Trade-Off Analysis and Qualitative Techniques
Part Three: Concept/Project Evaluation
Chapter 8: The Concept Evaluation System
Chapter 9: Concept Testing
Chapter 10: The Full Screen
Chapter 11: Sales Forecasting and Financial Analysis
Chapter 12: Product Protocol
Part Four: Development
Chapter 13: Design
Chapter 14: Development Team Management
Chapter 15: Product Use Testing
Part Five: Launch
Chapter 16: Strategic Launch Planning
Chapter 17: Implementation of the Strategic Plan
Chapter 18: Market Testing
Chapter 19: Launch Management
Chapter 20: Public Policy Issues

Bibliography
Appendixes
A: Sources and Ideas Already Generated
B: Other Techniques of Concept Generation
C: Small’s Ideation Stimulator Checklist
D: The Marketing Plan
E: Guidelines for Evaluating a New Products Program

Product Design

International Edition

PRODUCT DESIGN AND DEVELOPMENT
4th Edition
By Karl Ulrich, University of Pennsylvania and Steven Eppinger, Mass Institute of Tech
2008 (July 2007) / 384 pages
ISBN: 978-0-07-125947-7 [IE]
http://www.ulrich-eppinger.net

Treating such contemporary design and development issues as identifying customer needs, design for manufacturing, prototyping, and industrial design, Product Design and Development by Ulrich and Eppinger presents in a clear and detailed way a set of product development techniques aimed at bringing together the marketing, design, and manufacturing functions of the enterprise. The integrative methods in the book facilitate problem solving and decision making among people with different disciplinary perspectives, reflecting the current industry toward designing and developing products in cross-functional teams.

CONTENTS
Chapter 1 Introduction
Chapter 2 Development Processes and Organizations
Chapter 3 Product Planning
Chapter 4 Identifying Customer Needs
Chapter 5 Product Specifications
Chapter 6 Concept Generation
Chapter 7 Concept Selection
Chapter 8 Concept Testing
Chapter 9 Product Architecture
Chapter 10 Industrial Design
Chapter 11 Design for Manufacturing
Chapter 12 Prototyping
Chapter 13 Robust Design
Chapter 14 Patents and Intellectual Property
Chapter 15 Product Development Economics
Chapter 16 Managing Projects

Logistics

IMPORT/EXPORT
How to Take Your Business Across Borders
4th Edition
By Carl A Nelson
2009 (January 2009) / 352 pages
ISBN: 978-0-07-148255-4

A Professional Reference Title

Doing business across national borders is more lucrative than ever, and the classic Import/Export has all the tools you need to reap the profits of today’s booming world economy. In this exhaustively revised fourth edition, renowned global trade strategist Dr. Carl Nelson demystifies the new landscape in international trade, providing step-by-step guidance on entering and succeeding in this opportunity-laden marketplace and including:

- New materials on E-commerce; the World Trade Organization and World Trade Centers; economic integration; doing business with NAFTA, Africa, India, China, and the Middle East; ISO standards; outsourcing and in-sourcing; and using free zones
- Updated key contacts, publications, and web sites, as well as sample forms, useful appendices, and a glossary of terms
- Current regulations for trading to different regions of the world
- Dr. Nelson’s 20 globally tested keys to international business success

From writing a business plan and making overseas contacts to financing a transaction and getting through the customs maze, this guide explains every aspect of importing and exporting. Featuring scores of instructive examples and real-life success stories, Import/Export, Fourth Edition is your one-stop resource for competing in the global trade game.

SUPPLY CHAIN EXCELLENCE
2nd Edition
By Peter Bolstorff and Robert Rosenbaum
2007 (October 2007) / 304 pages
ISBN: 978-0-8144-0926-8

A Professional Reference Title

The Supply Chain Council (SCC) is a nonprofit organization dedicated to developing best practices in supply chain management. Now in a newly revised, second edition, Supply Chain Excellence is the first and only book on the DCOR, CCOR, and SCOR Models. It gives professionals implementing new supply chain projects a clear, step-by-step guide to adopting the accepted and proven methodologies developed by the SCC. This book shows readers how they can:

- Align strategy, material, workflow, and information
- Conduct the proper competitive analysis to define business opportunity
- Establish the metrics that will determine the project’s level of success
- Gain internal support by educating employees and executives

Complete with new case studies, a Value Chain Excellence project roadmap, and the addition of the DCOR and CCOR process frameworks, the second edition of Supply Chain Excellence gives readers all the practical tools they need, whether they’re trying to improve the performance of an existing supply chain system or implement a new one.
PRINCIPLES OF LOGISTICS
2nd Edition
By John Langford
2007 (December 2006) / 570 pages
ISBN: 978-0-07-147224-1
A Professional Reference Title

This updated guide offers a complete blueprint for logistics excellence, covering design and production, product reliability, maintainability, quality assurance, supply chain techniques, and more. This new edition features new material on performance-based systems engineering and its impact on life cycle logistics.

CONTENTS
Foreword / Preface / Acknowledgments
Part 1: Logistics Systems Engineering
Chapter 1: Logistics Statistics
Chapter 2: Reliability
Chapter 3: Maintainability
Chapter 4: Availability
Chapter 5: Quality Assurance
Chapter 6: Human Factors Engineering
Chapter 7: Safety Engineering
Part 2: Acquisition and Production
Chapter 8: Contracting
Chapter 9: Critical-Path Analysis
Chapter 10: Work Breakdown Structure
Chapter 11: Learning Curve
Chapter 12: Financial Analysis
Chapter 13: Depreciation of Assets
Chapter 14: Life-Cycle Cost Analysis
Chapter 15: Performance-Based Systems Engineering
Part 3: Logistics Systems Management and Operations
Chapter 16: Logistics Facilities
Chapter 17: Packaging, Handling, Storage, and Transportation
Chapter 18: Inventory Management
Chapter 19: Personnel Management
Chapter 20: Logistics, Technical Documentation
Chapter 21: Support and Test Equipment
Chapter 22: Embedded Computer Resources
Chapter 23: Equipment Maintenance
Chapter 24: Design Interface of Logistics Elements
Chapter 25: Logistics Supportability
Chapter 26: Configuration Management
Appendix A: Selected References
Appendix B: Internet Websites, Logistics Associations, and Sources of Information
Appendix C: Crosswalk Guide for Conversion of U.S. Measurement Units to Systeme International (SI) Measurement Units
Index

International Edition

STRATEGIC LOGISTICS MANAGEMENT
4th Edition
By James R Stock, University of South Florida-Tampa and Douglas Lambert, Ohio State University
2001 / 816 pages
ISBN: 978-0-256-13687-6 (Out of Print)
www.mhhe.com/stock

CONTENTS
1. Logistics’ Role in the Economy and the Organization
2. Supply Chain Management
3. Customer Service
4. Order Processing and Information Systems
5. Financial Impact of Inventory
6. Inventory Management
7. Managing Materials Flow
8. Transportation
9. Decision Strategies in Transportation
10. Warehousing
11. Material Handling, Computerization and Packaging
12. Procurement
13. Global Logistics
14. Global Logistics Strategies
15. Organizing for Effective Logistics
16. Logistics Performance Measurement
17. Measuring, Selling, and Value of Logistics
18. Strategic Logistics Plan

International Edition

FUNDAMENTALS OF LOGISTICS MANAGEMENT
By Douglas Lambert, The Ohio State University, James R Stock, University of South Florida, and Lisa Ellram, Arizona State University
1998 / 640 pages
ISBN: 978-0-256-14117-7 (Out of Print)
ISBN: 978-0-07-115752-0 [IE]

CONTENTS
Chapter 1. Logistics Role in Economy/Organization.
Chapter 3. Logistics Information Systems.
Chapter 4. Inventory Role & Importance of Inventory.
Chapter 5. Inventory Management.
Chapter 7. Transportation.
Chapter 8. Warehousing/Distribution.
Chapter 10. The Procurement Function.
Chapter 15. Implementing Logistics Strategy.
Retail Management

RETAILING MANAGEMENT
7th Edition
By Michael Levy, Babson College and Barton Weitz, University of Florida-Gainesville

NEW

International Edition

2009 (April 2008) / 704 pages
ISBN: 978-0-07-388104-6
ISBN: 978-0-07-128424-0 [IE]

www.mhhe.com/levy7e

Retailing Management by Levy and Weitz is the best-selling textbook in the retailing market. Retailing is a high tech, global, growth industry that provides challenging and rewarding career opportunities for college graduates. This book and its corresponding tools and exercises were written to expose students to the excitement of retailing and prepare them for a career in retailing and related fields. Known for its strategic look at retailing and current coverage, this new 7th edition continues to be organized around a model of strategic decision-making. One of the major advantages of the Levy/Weitz approach is the text's readability, organization, and its emphasis on how students can come to grips with real retailing issues and be able to solve problems. The text's logical organization around a decision-making process allows readers to learn about the process of strategic decisions first before moving on to decision implementation. The implementation decisions are broken down into merchandise management decisions and store management decisions, just as they would be in a real retailing setting. The text provides a balanced treatment of strategic, "how to," and conceptual material, in a highly readable and interesting format. The seventh edition continues its cutting edge coverage on the latest topics and developments in retailing including globalization; customer relationship management programs; multi-channel retailing; supply chain management, the use of the Internet to improve operating efficiencies and customer service; and legal, ethical and cooperate social responsibility issues.. Students indicate that this text is a "good read" because of the numerous examples of retailers, their practices, the interesting retail facts in the margins, and eye catching design and layout.

NEW TO THIS EDITION

❖ Increased treatment of how multiple-channel retailers provide information and sell products and services to customers. In this edition, the authors have gone beyond Chapter 3, which is dedicated to multi-channel retailing, to discuss Internet retailing applications throughout the textbook. For example the impact of social networks on buying behavior (Chapter 4) and the use of the Internet for training (Chapters 9 and 17) have now been included to reflect the changes in today's world.
❖ There is a greater Emphasis on Social Responsibility of Retailers which includes consumer interest in green products (Chapter 4), issues in sourcing merchandise globally (Chapter 14), and considering sustainability issues in store operation (Chapter 17) and design (Chapter 18).
❖ More extensive treatment of private label strategies. Retailers are placing more emphasis on developing their brand image, building a strong image for their private-label merchandise, and extending their image to new retail formats. These exclusive brands, as the term implies, are only available from the retailer and thus customers loyal to these brands can only find them in one store.
❖ Two new Appendices have been added for students who might consider starting their own business.
❖ The first appendix is an appendix for starting your own retail business while the other contains information for starting a franchise business.
❖ Thirteen New Cases have been added: New cases include Social responsibility at Wal-Mart, Tractor Supply's retail strategy, use of blogs and customer reviews, Macy's rebranding, Apple's retail stores, Retailing in India, Petsmart and the pet retail market, and Nordstrom's' new loyalty program. The remaining 25 cases in this text have been updated.

CONTENTS

Section I: The World of Retailing
Chapter 1: Introduction to the world of Retailing
Chapter 2: Types of Retailers
Chapter 3: Multichannel Retailing
Chapter 4: Customer Buying Behavior

Section II: Retailing Strategy
Chapter 5: Retailing Market Strategy
Chapter 6: Financial Strategy

Section III: Merchandise Management
Chapter 12: Managing Merchandise assortments
Chapter 13: Merchandise Planning Systems
Chapter 14: Buying Merchandise
Chapter 15: Pricing
Chapter 16: Retail Communications Mix

Section IV: Store Management
Chapter 17: Managing the Store
Chapter 18: Store Layout, Design, and Visual Merchandising
Chapter 19: Customer Service

RETAILING MANAGEMENT
2nd Edition
By Swapna Pradhan, Formerly Head of Franchise Retailing—Pantaloons Retail (India) Ltd
2006 (September 2006)
McGraw-Hill India Title
http://www.mhhe.com/pradhan2e

CONTENTS

SECTION 1: INTRODUCTION
1.Introduction to Retail
2.Retail in India
3.Retail Models and Theories of Retail Development

SECTION 2: STRATEGY AND PLANNING
4.Understanding the Retail Consumer
5.Retail Strategy
6.Retail Franchising
7.Retail Store Locations

SECTION 3: MERCHANDISE MANAGEMENT
8.Basics of Retail Merchandising
10.The Methods of Merchandise Procurement
11.Retail Pricing and Evaluation Merchandise Performance

SECTION 4: MANAGING RETAIL
13.Retail Store Operations

236
14. Financial Aspects of Retail and Ethics in Retail
SECTION 5: CREATING AND SUSTAINING VALUE
15. Retail Marketing and Communication
16. Servicing the Retail Customer
17. Retail Store Design and Visual Merchandising
18. Retail Management Information Systems
19. Supply Chain Management

CASES

RETAIL IN DETAIL
4th Edition
By Ronald L. Bond
2008 (March 2008) / 288 pages
ISBN: 978-1-59-918168-4
A Professional Reference Title

If Retailing Is Your Dream, This Is the Guide To Help You Reach It. Knowing that your success depends on the details, experienced retail entrepreneur Ronald L. Bond leaves no question unanswered when it comes to reaching your dream of starting and running your own retail business. Bond provides comprehensive, step-by-step instructions, from planning the launch of your business to running your new venture. Learn how to:

- Budget for startup and establish a financial plan
- Select the ultimate location and develop your brand image
- Select, price and market your product
- Manage inventory to decrease expenses
- Keep your business up-to-date and competitive in the electronic age
- Meet legal and regulatory requirements
- Manage your daily operations

Sparing you the trial and error that comes with starting a retail business from scratch, Bond shares firsthand experiences, lessons learned, and informative anecdotes that have helped thousands of aspiring retail entrepreneurs just like you!

INTERNATIONAL MARKETING
14th Edition
By Philip R. Cateora, University of Colorado-Boulder and John Graham, University of California-Irvine
2009 (November 2008) / 736 pages
ISBN: 978-0-07-338098-8

Cateora and Graham’s International Marketing is far and away the best selling text in the field, with a pioneering approach to making the material accessible and relevant that has become the standard by which other books are judged. Providing a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics, Cateora helps students to see the cultural and environmental uniqueness of any nation or region. The 14th edition reflects all the important events and innovations to affect global business within recent years, while including several new and updated technological learning tools.

NEW TO THIS EDITION
- New and Updated Crossing Borders boxes: These boxes are extremely popular. They reflect contemporary issues in international marketing and can be used to illustrate real-life situations as a basis for class discussion. They are selected to be unique, humorous and very interesting to the student.
- Expanded information about the Internet and cell phones and their expanded role in international marketing. On all occasions where information is from an Internet source, the Web address is given.
- Additional and updated coverage of the World Trade Organization, Asia-Pacific Economic Cooperation and Free-Trade agreements
- One new case: 2-8 Ultrasound Machines, India, China, and a Skewed Sex Ration
- Green marketing is covered in Chapter 13 and green marketing legislation is included in Chapter 7.
- Coverage of Ethics and Social Responsibility: expanded coverage of these topics is presented in a way that shows the challenges facing the international manager. Specifically, it explains how to balance profits against the social and ethical consequence of his or her decision.

CONTENTS
Part One: An Overview
1. The Scope and Challenge of International Marketing
2. The Dynamic Environment of International Trade
Part Two: The Cultural Environment of Global Markets
3. History and Geography: The Foundations of Culture
4. Cultural Dynamics in Assessing Global Markets
5. Culture, Management Style, and Business Systems
6. The Political Environment: A Critical Concern
7. The International Legal Environment: Playing by the Rules
Part Three: Assessing Global Market Opportunities

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Visit McGraw-Hill Education (Asia) Website: www.mheducation.asia
New Chapter: There is a new chapter on “Global Branding.” (Chapter 13) This chapter extends the branding discussion in the previous edition, and adds new material on brand equity and on the added value that globality confers upon a brand. It also introduces the concept of country branding.

Chapter 11 update: The “Global Marketing Strategy” chapter (Chapter 11), leading off the “Global Management” Part Four is a revised and version of the “Global Segmentation and Positioning” chapter in the fourth edition. The chapter still covers new research on global segmentation and positioning, but also adds new material on resource allocation across products and markets.

Consolidation of chapters: The “Global Product” and “Global Services” chapters have been consolidated into Chapter 12, made possible by breaking out “Global Brands” in its own chapter. This means the fifth edition has the same number of chapters as the fourth.
In this era of rapid global economic growth and change, an understanding of how marketing is impacted by culture and society is important. This best-selling text by Cateora has now been optimised to Asia-Pacific geographical, social and cultural characteristics. New chapters have been included on SMEs and ‘born globals’, risk management and funding sources, Current legal and political issues, including the Australian Free Trade Association and international trading agreements, are also covered. Relevant and up-to-date, this title addresses the needs of the region’s marketing practitioners - adding substantially to knowledge of the immediate region whilst maintaining the integrity of the original text.

FEATURES

- coverage of global cultural dynamics and Australian and Asian cultural imperatives
- discusses regional integration and the evolution of the multinational market region
- numerous Asia-Pacific examples

CONTENTS

Part 1 Overview
1. The scope and challenge of international marketing
2. The dynamic environment of international trade

Part 2 External environment
3. Cultural dynamics in assessing global markets
4. Culture, management style and business systems
5. Financing the international operation
6. The political and legal environment: a critical concern

Part 3 Global opportunities
7. Developing a global vision through marketing research
8. Emerging markets
9. Multinational market regions and market groups

Part 4 Developing global marketing strategies
10. Global market management
11. Small and medium size enterprise (SME) internationalisation
12. Products for consumers
13. Products and services for businesses
14. International marketing channels
15. Exporting, managing and logistics
16. Integrated marketing communications and international advertising
17. Personal selling and sales management
18. Supplementary material

The country notebook--a guide for developing a marketing plan
End of book cases
Starbucks--going global fast
Nestle--the infant formula controversy
Coke and Pepsi learn to compete in India
The not-so-wonderful world of EuroDisney

Cultural norms, Fair & Lovely and advertising
Ethics and Airbus
Corruption: what it entails and why it should be stopped
International marketing research at the Mayo Clinic
Swifter, higher, stronger, dearer
easyCar.com
Marketing to the bottom of the pyramid
McDonald’s and obesity
National Office Machines—motivating Japanese salespeople: straight salary or commission
AIDS, condoms and carnival
Selling tobacco to third-world countries
Australian alpine resorts to the world
Kingfisher Patisseries goes international

INTERNATIONAL MARKETING

By Justin Paul
2007 / 608 pages
McGraw-Hill India Title
http://www.mhhe.com/paul-kapoor

This exciting new textbook gives a comprehensive account of International Marketing theories and practices. The discussion moves from emerging trends and growing internationalisation of firms to an incisive analysis of market-entry strategies and strategic alliances. The authors also discuss about WTO, country analysis, research & opportunity analysis, cultural/political/legal environment, product policy, pricing strategy, logistics/distribution & SCM, advertising & promotion, sales management, and building brands in international markets. The examples and cases from such organisations as Ranbaxy, The Tata Group, The Birla Group, Toyota, GE, Dell, Macdonald's, Wipro Coca Cola, and Pepsico, among others, will help the students in advancing from concept to application. With its coverage and approach this textbook will cater to the International Marketing course offered in the MBA (Marketing) programs of Indian universities and autonomous institutions.

CONTENTS

1. Concept and Process of International Marketing
2. WTO and Implications on International Marketing
3. Emerging Trends and Internationalisation of Firms
4. Country Analysis, Selection, Market Size and Marketing Mix
5. International Marketing Research and Opportunity Analysis
6. Cultural Factors and Environment
7. Political Factors Environment
8. Legal Aspects and International Environment
9. Market Entry Mode — Licensing, Franchising, and Subsidiary
10. Market Entry Modes – JV, Alliances
11. International Product Policy, Planning and Strategy
12. Pricing Strategy and Decision for International Marketing
13. International Distributions, Logistics and Supply Chain Management
14. Product Promotion, advertising and Building Brands in Foreign Markets
15. Personal Selling and Multinational Sales Management
16. Organising and Doing Business with other countries
17. Export Marketing Documents and Procedures
18. Global Issues – The Internet and E-Commerce

239
SERVICES MARKETING
5th Edition
By Valerie Zeithaml, University of North Carolina-Chapel Hill, Mary Jo Bitner, Arizona State University-Tempe and Dwayne Gremler, Bowling Green State University

NEW INTERNATIONAL EDITION

2009 (May 2008) / 736 pages

www.mhhe.com/zeithaml5e

Services Marketing, 5/e, recognizes that services present special challenges that must be identified and addressed in real circumstances. The heart of the book’s content is to develop strong customer relationships through quality service. The book also focuses on knowledge needed to implement service strategies for competitive advantage across industries. Hence, frameworks for customer-focused management and strategies for increasing customer satisfaction and retention through service are included in the fifth edition.

NEW TO THIS EDITION

❖ Increased focus on customer expectations and perceptions and what they imply for marketers.
❖ Increased coverage of business-to-business service applications.
❖ Two new and original cases were written specifically for this textbook: one on JetBlue’s service disaster in 2007 and one on Caterpillar’s decision to become an integrated solution provider. Students are thrown into the real world concepts involved in company’s services.
❖ Increased technology and Internet coverage, including updated “Technology Spotlight” boxes in each chapter.

CONTENTS
Part One Foundations for Services Marketing
1 Introduction to Services
2 Conceptual Framework of the Book: The Gaps Model of Service Quality
Part Two Focus on the Customer
3 Consumer Behavior in Services
4 Customer Expectations of Service
5 Customer Perceptions of Service
Part Three Understanding Customer Requirements
6 Listening to Customers Through Research
7 Building Customer Relationships
8 Service Recovery
Part Four Aligning Service Design and Standards
9 Service Development and Design
10 Customer-Defined Service Standards
11 Physical Evidence and the Servicescape
Part Five Delivering and Performing Service
12 Employees’ Roles in Service Delivery
13 Customers’ Roles in Service Delivery
14 Delivering Service Through Intermediaries and Electronic Channels
15 Managing Demand and Capacity

Part Six Managing Service Promises
16 Integrated Services Marketing Communications
17 Pricing of Services
Part Seven Service and the Bottom Line
18 The Financial and Economic Impact of Service Cases
Index

SERVICES MARKETING
Integrating Customer Focus across the Firm
By Alan Wilson and Valerie Zeithaml of University of North Carolina-Chapel Hill and Mary Jo Bitner, Arizona State University-Tempe
2008 (February 2008) / 576 pages
ISBN: 978-0-07-710795-6

McGraw-Hill UK Title
http://www.mcgraw-hill.co.uk/textbooks/wilson

European economies are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. This European edition provides students with a complete introduction to the unique marketing challenges that services present. Guiding students to recognize and understand these special characteristics, the text also explores frameworks for developing and implementing service strategies for competitive advantage across a wide array of industries. European examples, cases and readings have been integrated throughout the chapters, and the material has also been updated and restructured to reflect the latest thinking in services marketing. This book is ideal for services marketing modules at the undergraduate, postgraduate (both masters and doctoral courses), and executive education levels.

FEATURES
❖ Cross-functional treatment of issues through integration of marketing with other disciplines such as operations and human resource management.
❖ A focus on understanding the foundations of services marketing and the customer before introducing the conceptual framework of the book based on the Gaps Model.
❖ Greater emphasis on the topic of service quality than existing marketing and service marketing texts, with increased focus on customer expectations and perceptions and what they imply for marketers.
❖ Chapters on key topics including service recovery, listening to customers through research, customer-defined service standards, integrated services marketing communications, human resource challenges for delivering customer-focused services and a chapter on the financial impact of service quality.
❖ All topics are supported with European content, cases and examples, including frequent “Service Spotlights” providing examples of services marketing in action and longer cases on Tesco, Call Centre Europe, Telecom Italia, and Disneyland Paris among others.
❖ Discussion Questions and exercises appropriate to the European context are contained in each chapter, alongside European references and further reading and short revision lists of Key Concepts.
CONTENTS

Part One: Foundations for services Marketing
1. Introduction to Services
2. Consumer Behaviour in Services
3. Consumer Expectations of Service
4. Customer Perceptions of Service
5. Conceptual Framework of the Book- The Gaps Model of Service Quality

Part Two: Understanding Customer Requirements
6. Listening to Customers Through Research
7. Building Customer Relationships

Part Three: Aligning Service Design and Standards
8. Service Development and Design
9. Physical Evidence and the Servicescape

Part Four: Aligning Service Design and Standards
10. Employees’ Roles in Service Delivery
11. Customers’ Roles in Service Delivery
12. Delivering Service through Technology and Intermediaries
13. Managing Demand and Capacity
14. Service Recovery

Part Five: Managing Service Promises
15. Integrated Service Marketing Communications
16. Pricing of Services

Part Six: Service and the Bottom Line
17. The Financial Impact of Service Quality

Case Section
1. Tesco- The Customer Relationship Management Champion
2. People and Service at Jyske Bank
3. easyCar.com
4. Telecom Italia Mobile: Making Profits in a Mature Market
5. McDonalds in the UK: The Competitive Strategies
6. Call Center Europe
7. Disneyland resort Paris: Mickey Goes to Europe
8. Giordano

PRINCIPLES OF SERVICES MARKETING
5th Edition
By Adrian Palmer, Gloucestershire Business School-Cheltenham
2007 (December 2007) / 592 pages
McGraw-Hill UK Title

Principles of Services Marketing 5th edition is an ideal introduction to this key marketing topic. Updated to include the most current examples and contemporary theory, this 5th edition has been comprehensively revised to ensure it is structured to cover the essential content for any services marketing course. New coverage in this edition includes a chapter on the growth and development of service brands, coverage of service productivity and the internet, plus innovation and new service development. Current examples and updated cases ensure that services marketing topics are clearly explained and illustrated and review questions and activities allow students to test their progress as they read the text.

CONTENTs
Preface / Acknowledgements / Guided tour

Part 1 – Service contexts
1. What is services marketing?
2. Growth and the development of service brands

Part 2 – Defining the service
3. The service encounter
4. Service productivity and the internet
5. Making services accessible to consumers

Part 3 – Understanding consumers and developing new services
6. Understanding services buying behaviour
7. Partnerships, networks and alliances

8. Innovation and new service development

Part 4 – Refining the marketing strategy
9. Service quality
10. The marketing impacts of services employees
11. The pricing of services
12. Managing demand and capacity
13. Managing communications

Part 5 – Going global
14. International services marketing
15. Case study

Index of companies and brands
Index of authors cited
Index of subjects

SERVICES MARKETING
2nd Edition
By Rajendra Nargundkar
2006 (May 2006) / 450 pages
ISBN: 978-0-07-061631-8
McGraw-Hill India Title

CONTENTS
1. Prelude to the 7 ‘P’s
2. Product--the First P
3. Place--the Second P
4. Promotion--the Third P
5. Price--the Fourth P
6. People--the Fifth P
7. Physical Evidence--the Sixth P
8. Process--the Seventh P
9. Integrated Service Strategy for Market Leaders, Challengers, Followers and Niche Marketers
10. Going Global
11. Retailing in India and Around the World
12. CRM

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Website: www.mheducation.asia
SUCCESSFUL DIRECT MARKETING METHODS
8th Edition
By Bob Stone and Ron Jacobs of Northwestern University
2008 (November 2007) / 592 pages
ISBN: 978-0-07-145829-0
A Professional Reference Title

The book that helps you make the most of the latest marketing techniques. Now completely updated and expanded, the new edition of Successful Direct Marketing Methods belongs on every marketer’s bookshelf. This revision covers new topics such as the new objectives of direct marketing; acquisition, loyalty, retention, and win back; the growth of direct marketing in Europe, Asia, and Latin America; telemarketing; and much more.

CONTENTS
Section One: Direct Marketing Essentials
Chapter 1: The Scope of Direct Marketing
Chapter 2: Business, Strategic and Direct Marketing Planning
Chapter 3: The Impact of Databases
Chapter 4: Consumer and Business Mailing Lists
Chapter 5: The Offer
Chapter 6: Building Customer Relationships
Chapter 7: Implementing Global Direct Marketing Campaigns
Chapter 8: Business-to-Business Direct Marketing
Chapter 9: Marketing to Businesses with Lead Generation

Section Two: Media of Direct Marketing
Chapter 10 - Magazines
Chapter 11 - Newspapers
Chapter 12 - TV/Radio
Chapter 13: Insert and Co-op Media
Chapter 14: Telemarketing/Teleservices

Section Three: Internet Direct Marketing
Chapter 15: Overview of Internet Direct Marketing
Chapter 16: E-Communications
Chapter 17: E-Commerce

Section Four: Managing the Creative Process
Chapter 18: Creating Direct Mail Advertising
Chapter 19: Creating and Managing Catalogs
Chapter 20: Creating Print Advertising
Chapter 21: Modeling for Business Decision Support
Chapter 22: Mathematics of Direct Marketing
Chapter 23: Innovation through Creativity and Testing
Chapter 24: Research for Direct Marketing
Glossary

Analysis for Marketing Planning, 7/e by Lehmann and Winer focuses on the analysis needed for sound Marketing decisions and is structured around the core marketing document—the Marketing Plan. Whether studying Marketing strategy or Product/Brand Management decisions, students need to be able to make decisions based from sound analysis. This book does not attempt to cover all aspects of the marketing plan; rather it focuses on the analysis pertaining to a product’s environment, customers and competitors.

CONTENTS
Chapter 1 Overview
Chapter 2 Defining the Competitive Set
Chapter 3 Industry Analysis
Chapter 4 Competitor Analysis
Chapter 5 Customer Analysis
Chapter 6 Market Potential and Sales Forecasting
Chapter 7 Developing Product Strategy

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INTERNET MARKETING
Building Advantage in a Networked Economy, 2nd Edition
By Rafi Mohammed, Monitor Marketspace Center, Robert J. Fisher, University of Western Ontario, Bernard J. Jaworski, Monitor Marketspace Center and Gordon Paddison, New Line Cinema
2004 / 768 pages
ISBN: 978-0-07-253842-7
http://www.mhhe.com/mohammed04

CONTENTS
Chapter 1: Introduction to Internet Marketing
Part I: Framing the Market Opportunity
Chapter 2: Framing the Market Opportunity
Part II: Marketing Strategy
Chapter 3: Marketing Strategy in Internet Marketing
Part III: The Design of the Customer Experience
Chapter 4: Customer Experience
Chapter 5: Customer Interface
Part V: The Design of the Marketing Program
Chapter 6: Customer Relationships
Chapter 7: Product
Chapter 8: Pricing
Chapter 9: Communication
Chapter 10: Community
Chapter 11: Distribution
Chapter 12: Branding
Chapter 13: Designing the Marketspace Matrix
Chapter 14: Designing the Marketing Program for Lord of the Rings
Part VI: Leveraging Customer Information Through Technology
Chapter 15: Customer Information Systems: Leveraging Customer Information Through Internet Technology
Part VII: Marketing Program Evaluation
Chapter 16: Customer Metrics

INTERNET MARKETING
Readings and Online Resources
By Paul S. Richardson, Loyola University—Chicago
2001 / 368 pages
ISBN: 978-0-07-242793-6 (Out of Print)
http://www.mhhe.com/richardson01

CONTENTS
1. Introduction To Internet Marketing.
2. Conceptual Foundations of Internet Marketing.
5. Internet Marketing Communications.
6. Interactivity & Community.
8. Internet Marketing Research.
9. The Internet & International Marketing.

SEARCH ENGINE MARKETING
By Andreas Ramos and Stephanie Cota
2009 (October 2008) / 288 pages
A Osborne Professional Reference Title
Leverage today’s Internet marketing strategies to reach customers, increase sales, and establish performance-based marketing in your organization. Search Engine Marketing explains how to use Web analytics, key performance indicators (KPIs), search engine optimization (SEO), and search marketing-the critical tools for success. Multichannel marketing, which uses radio, TV, and print to broadcast your message, is also covered. The book includes revealing interviews with industry experts as well as valuable tips on vendor selection. Implement an effective, integrated marketing program for your business with help from this definitive guide.

CONTENTS
Foreword
Acknowledgments
Introduction
Chapter 1. Integrated Marketing
Chapter 2. KPIs
Chapter 3. Analytics
Chapter 4. Google Analytics
Chapter 5. SEO
Chapter 6. PPC
Glossary
Index

PERSONALITY NOT INCLUDED
Why Companies Lose their Authenticity and How Great Brands Get it Back, Foreword by Guy Kawasaki
By Rohit Bhargava
2008 (March 2008) / 256 pages
ISBN: 978-0-07-154521-1
A Professional Reference Title
Marketing expert, social media guru, and mega-trendsetter Rohit Bhargava explains how faceless companies don’t work anymore. In a world where consumers have more access to information than ever, and more power to share their voice...a brand’s identity is no longer controlled through marketing and advertising. In this new era, what you say your brand stands for is no longer good enough. What you demonstrate to your customers matters most. This is the power of your personality. Personality Not Included is an essential guide for brands on putting back the missing ingredient in their marketing to build loyal customers, foster consumer (and employee) evangelists, and create a connection that goes beyond profit. The future of business requires new authenticity. Personality is the secret weapon that brings authentic brands to life.
TEXTBOOK OF FOOD & BEVERAGE MANAGEMENT

By Sudhir Andrews
2007 (August 2007)
ISBN: 978-0-07-065573-7
McGraw-Hill India Title

(Details unavailable at press time)

TEXTBOOK OF FRONT OFFICE MANAGEMENT AND OPERATIONS

By Sudhir Andrews
2007 (September 2007) / 600 pages
ISBN: 978-0-07-065576-8

McGraw-Hill India Title

This is a core study material that would also serve as a reference for professionals in the industry. The book has been written keeping in mind the changes and trends in the hospitality industry as well as the needs of students studying such courses in various institutes. Food & Beverage service Management is a core subject in the 1st, 2nd and 3rd year of BSc in Hospitality and Hotel Administration conducted by various Institutes of Hotel Management affiliated to IGNOU.

CONTENTS

PART I: THE HOTEL INDUSTRY
1. History of Travel
2. The Tourism Industry
3. Hotels and their Categorization
4. Classification of Guests
5. Understanding Guest Service

PART II: HOTEL MANAGEMENT & ORGANIZATION
1. What is Management?
2. Principles of Management
3. The Hotel Organization
4. Hotel Automated Systems
5. The Guest Cycle

PART III: FRONT-OFFICE MANAGEMENT
1. The Front-Office Organization & Job Descriptions
2. Competencies of a Front-Office Professional
3. Establishing Room Rates
4. Forecasting Room Availability
5. Front-Office Budgeting
6. Front Office Administration

PART IV: RESERVATIONS

PART V: RECEPTION

PART VI: UNIFORMED SERVICES

PART VII: CONCIERGE SERVICES

PART VIII: GUEST RELATIONS

PART IX: TELECOMMUNICATIONS

PART X: FRONT-OFFICE CASHIER

PART XI: NIGHT AUDITING

PART XII: YIELD MANAGEMENT

PART XIII: QUALITY GUEST MANAGEMENT

PART XIV: MANAGING FRONT-OFFICE HUMAN RESOURCES
1. The Recruitment and Selection Process
2. Orientation and Socialization
3. Training and Development

PART XV: INTERPERSONAL COMMUNICATION

Appendices

PUBLIC RELATIONS

The Profession and the Practice, 3rd Edition

By Dan L. Lattimore, University of Memphis, Otis W Baskin, Pepperdine University-Los Angeles, Suzette T Heiman, University of Missouri-Columbia and Elizabeth L. Toth, University of Maryland-College Park

2009 (November 2008) / 384 pages

http://www.mhhe.com/lattimore3e

Coverage of global markets, new technologies, and multiculturalism throughout make this dynamic text the cutting-edge choice for public relations courses. Accompanied by unique, free online video interviews of leaders in the public relations field, the text presents and explains in a personal, jargon-free style the fundamental tools of public relations practice, providing a multi-disciplinary understanding of the emerging trends within the field. Critical changes in society and technology lend importance to the increasing emphasis in the management function of public relations. While traditional media is still the foundation of public communication, the new social media now provides a much more personal and interactive form of public relations. This book thus provides the user with the ability to create effective messages using both the new social media as well as traditional media.

NEW TO THIS EDITION

• In Chapter 1 the reader is introduced to the changing nature of public relations including the new social media. A new spotlight
features the Public Relations Student Society of America. A new mini-case on MTV’s campaign to make global climate change a priority is also featured along with an end-of-the chapter case on work as a student intern.

- Chapter 2 covering public relations professionals, highlights two new professionals: Moss Kendrix, a pioneering African-American practitioner, and Chester Burger, a counselor to counselors and CEOs.

- Chapter 4 considers in depth the developing legal consideration of the Internet. The USA Patriot Act is introduced and a new end-of-chapter case features Baseball and Steroid Use.

- The new social media are highlighted in Chapter 9 with a new section explaining the personal, interactive media and how it is changing media relations. There is a new spotlight on social media terms and one on the Blogosphere.

- Chapter 11 contains an updated section on corporate social philanthropy as well as community activism. A new spotlight features Kodak’s commitment to community relations. The updated Deloitte mini-case now includes more international examples and the Liz Claiborne end-of-chapter case is updated.

- Chapter 12 on Consumer Relations and Marketing presents an expanded discussion of corporate social responsibility, a new section on viral marketing and an expanded section on guerilla tactics.

- Chapter 14 presents a new case involving the U.S. Treasury teaming with Weber Shandwick Public Relations for a multi-year campaign to entice more federal government retirees to use direct deposit.

- In Chapter 15 on Nonprofit Organizations, the “Higher Education” sections have been expanded to cover security threats, misunderstood research and image management. A new case on creating a national identity is presented and the NRA and LSA cases have been updated.

- A new section on crisis communication (Chapter 17) has been added to the list of pressing issues in public relations. Social media’s use for public relations and its possibilities for the future as well as global and organizational issues are examined. A new mini-case on lead in Chinese imported toys highlights both the global and crisis issues.

**CONTENTS**

**Part I: THE PROFESSION**

Chapter 1. The Nature of Public Relations

Chapter 2. The History of Public Relations

Chapter 3. A Theoretical Basis for Public Relations

Chapter 4. Law and Ethics

**Part II: THE PROCESS**

Chapter 5. Research: Understanding Public Opinion

Chapter 6. Strategic Planning for Public Relations Effectiveness

Chapter 7. Action and Communication

Chapter 8. Evaluating Public Relations Effectiveness

**Part III: THE PUBLICS**

Chapter 9. Media Relations

Chapter 10. Employee Communication

Chapter 11. Community Relations

Chapter 12. Consumer Relations and Marketing

Chapter 13. Investor Relations

**Part IV: THE PRACTICE**

Chapter 14. Public Affairs: Relations with Government

Chapter 15. Public Relations in Nonprofit Organizations

Chapter 16. Corporate Public Relations

Chapter 17. Technological, Global, and Organizational Issues in Public Relations

Appendix 1: Writing A-1

Appendix 2: Speechmaking by Dan Reines
and sometimes eccentric characters. The PhisoTech Story is both a niche player in the pharmaceutical industry, and its cast of engaging characters. Each simulation features the continuing saga of PhisoTech, a company that has expanded its reach through innovative simulation modules and the hallmark of the Sim Series is The PhisoTech Story. Each simulation features the continuing saga of PhisoTech, a niche player in the pharmaceutical industry, and its cast of engaging characters.

The PhisoTech Story is both entertaining and compelling, and is written specifically to enhance the cognitive involvement of students and inspire creative, analytical decision making.

**FEATURES**

- Teaches today’s most important marketing and financial analytics to help students make quality, strategic decisions.
- An MS Excel Platform. The simulations are built on the familiar MSExcel platform for broad distribution and universal appeal.
- Ease of Use. While powered by a complex mathematical engine, the simulation screens are intuitive and easy to navigate. The main focus is on developing analysis and strategy skills for students, not on enhancing their computer skills.
- Easy to Grasp. The data used in the simulation is typical order data that has been aggregated into a robust model of analyses. The overall concepts are easy to grasp and the reporting output generated from the simulation is easy to comprehend, but immensely challenging in its strategic implications.

- **SIMCRM: Student CD and Manual:** 0072839678 (Instructor’s CD/Annotated Student Manual—0072839090) This simulation is wrapped around Customer Relationship Management (CRM) principles; it teaches students how to leverage database technology in the marketplace. Students learn how to use a database for customized marketing strategies based on a customer’s value to the company, and how to design database tables in order to execute different promotional tactics. Predictive modeling, data transformation, and other general database issues will be reviewed. Students learn about the economics of utilizing in-house marketing and sales promotion resources vs. partnering with outside resources such as ad agencies or printing and promotions firms with digital marketing capabilities.

- **SIMMarketing Research with Student CD/Manual:** 0072839686 (Instructor’s CD/Annotated Student Manual—0072839112) This simulation covers primary and secondary research methods, experimentation, observation, survey design, etc. It teaches students how to synthesize information to make pricing decisions, design promotional strategies, and enhance customer behavior and attitudes. The practical application of descriptive and inferential statistical methods in a business and marketing setting is reinforced.

- **SIMMarketing Management with Student CD/Manual:** 0072839694 (Instructor’s CD/Annotated Student Manual—0072839139) This simulation addresses the array of issues within the marketing discipline. Decisions that are related to market segmentation, market penetration strategies, utilizing a BSG matrix or facsimile, and balancing various aspects of the administration and promotional budgets to achieve marketing objectives are included. Pricing issues and financial analysis are also addressed in the decisions. This simulation prominently features the Customer Relationship Management (CRM) paradigm.

- **SIMSell with Student CD/Manual:** 007283999X (Instructor’s CD/Annotated Student Manual—0072839082) This simulation teaches students how to manage a sales force using financial analytics such as sales revenue, contribution income and long-term profitability. Some of the questions addressed in this module are how to achieve management goals and objectives while staying within budget, how to design the right combination of benefits and compensation to help the sales force make quota, who to hire, who to fire, and how to use incentives for motivation.

**SPORTS MARKETING**

By Sam Fullerton, Eastern Michigan University

**NEW TO THIS EDITION**

- A new chapter on The Four Domains of Sports Marketing has been added to provide greater depth to Part 1, which focuses on an introduction to the broad realm of sports marketing.
- The role of technology is discussed in Chapter 19 with an emphasis on the Internet and other innovations, such as virtual imaging and mobile technology.
MARKETING

An extensive set of recent examples up to, and including, the 2008 Beijing Olympics focuses on how marketers use sports as a platform for developing their strategies and tactics.

Strong international focus covering a broad array of sports, teams, and athletes makes this book relevant to students across the globe.

A comprehensive discussion of facilities management has been added to Chapter 15 – Distribution Decisions and Facilities Management in Sports Marketing.

CONTENTS
PART ONE--The Foundation of Sports Marketing
1 Introduction to Sports Marketing
2 The Four Domains of Sports Marketing
PART TWO--Marketing Through Sports
3 Marketing Through Sports Using Mainstream Strategies
4 Introduction to Sponsorship: Concepts, Objectives and Components
5 Sponsorship Foundation: Developing and Selling the Proposal
6 Pre-Event Evaluation: The Assessment of Sponsorship Opportunities
7 Leveraging: Activation of the Sponsorship
8 Ambush Marketing
9 Postevent Evaluation: Identifying Success and Failure
10 Venue Naming Rights
11 Endorsements
12 Licensing
PART THREE--The Marketing of Sports
13 Segmentation of the Sports Market
14 Product Decisions in Sports Marketing
15 Distribution Decisions and Facilities Management in Sports Marketing
16 Developing a Promotional Strategy for the Marketing of Sports Products
17 Pricing Decisions in Sports Marketing
PART FOUR--Emerging Issues in Sports Marketing
18 Relationship Marketing in the Business of Sports
19 The Role of Technology in Sports Marketing
20 Controversial Issues in Sports Marketing

Fashion Merchandising

CORE CONCEPTS IN FASHION
By Laura Dias, Shoreline Community College
2008 (January 2007) / 320 pages
ISBN: 978-0-07-319622-0
http://www.mhhe.com/diasfashion

This book offers a hands-on, fun approach to learning fashion. The content and the style of the book is organized to discuss the three major areas of fashion. The supplemental material is full of projects and in class activities especially useful for the longer, blocked course. This book is full of pictures and charts for our visual learners.

CONTENTS
Chapter One: Fashion Careers
Chapter Objectives
Chapter Two: Fashion Terminology and The Merchandising Process
Chapter Objectives
Chapter Three: Textiles and Design Development
Chapter Objectives
Chapter Four: Historical Perspective
Chapter Objectives
Introduction Decades of Fashion Influence Conclusion Real World Focus: Isaac Hits the Target Chapter Four Review
Chapter Five: Trend Forecasting
Chapter Objectives
Introduction Fashion Trend Acceptance Theories Real World Focus: The Black Teen Explosion External Factors Effecting Fashion Trends Tools to predict fashion Conclusion Chapter Five Review
Chapter Six: Consumer Behavior in Fashion
Chapter Objectives
Introduction Types of Consumer Purchase Decisions Purchase Decision Process Reference groups Reasons for Purchasing Fashion Market segmentation Real World Focus: To Be About to Be, Generation Y Researching Market Segments Conclusion Chapter Six Review
Chapter Seven: Marketing Fashion Products
Chapter Objectives
Introduction The Four P's of Marketing Fashion Products Conclusion Real World Discussion Questions Chapter Seven Review
Chapter Eight: Global Sourcing
Chapter Objectives
Introduction Types of Consumer Purchase Decisions Purchase Decision Process Reference groups Reasons for Purchasing Fashion Market segmentation Real World Focus: To Be About to Be, Generation Y Researching Market Segments Conclusion Chapter Eight Review
Chapter Nine: Retailing In A Vibrant World
Chapter Objectives
Introduction Retail Utility Physical environment in Retail Retail Management Electronic Retailing/ Non Store retailing Real World Focus: Ebay hits the Bricks to Speed Slow Product Real World Focus Discussion questions Chapter Nine Review
Chapter Ten: Retail Buying
Chapter Objectives
Introduction Real World Focus: Using Markdowns to Drive Financial Performance Conclusion Chapter Ten Review
Chapter Eleven: Appendix and cases
Glossary of Terms Formulas from Chapter Ten Practice Problems Case Studies and Articles Bibliography

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Introduction

CONTENTS

Chapter 1: Find The Right Role And Scope: The CMO's New Job
    Description

Chapter 2: Gain Credibility And Buy-In
    Chapter 3: Use Teams and Other Routes To Silo Linking

Chapter 4: Develop Common Planning Processes, Information Systems, and Market Analysis
    Chapter 5: Adapt The Master Brand To Silo Markets

Chapter 6: Prioritize Brands In The Portfolio
    Chapter 7: Conduct A Silo Audit

Conclusion--The CMO’s First 90 Days

INNOVATION POWER PLAYS

How the World’s Hottest Change Agents Reach the Top of Their Game

By Business Week

2008 (January 2008) / 192 pages
ISBN: 978-0-07-148631-6

A Professional Reference Title

BusinessWeek’s Power Plays series analyzes insights from the biggest power players in business on essential topics in today’s market. Each book includes real case studies, Monday morning strategies, power moves that tackle key business problems head-on, and the keen industry knowledge that has made BusinessWeek the world’s number-one authority.

CONTENTS

Introduction

ANTONIO M. PEREZ: Kodak’s Moment of Truth
    JODY THOMPSON AND CALI RESSLER: No Schedules, No Meetings, No Joke at Best Buy
    J ALLARD: The Soul of a New Microsoft
    JAMIE DIMON: JPMorgan’s Grand Design
    NORBERT REITHOFER: BMW’s Dream Factory
    BERNARD ARNAULT: The Vuitton Money Machine
    HENNING KAGERMANN: A Sea Change in Software at SAP
    ROGER K. DEROMEDI: Why Kraft Is on a Crash Diet
    STEVE STOUTE: Repositioning Any Brand With Pop Culture

2011: TRENDSPOTTING FOR THE NEXT DECADE

By Richard Laermer

2008 (March 2008) / 256 pages

A Professional Reference Title

Sometimes you see a business evolve and think, “I wish I’d thought of that.” With his trademark razor-sharp style, Laermer reveals the most functional forecasting secrets of professional trendspotters. Divided into nine categories, with more than 72 “short-short” chapters and dozens of outrageous sidebars, this captivating book shows you the ways to:

- Read the signs
- Influence the trends
- Embrace new and reject stodgy
- Anticipate change
- Ask experts the right questions
- Seek out visionaries and snub fakers
- Separate the trends from fads
- Use technology—for everything
- Cash in on being ahead of the competition!

2011: Trendspotting for the Next Decade is packed with eye-popping predictions (and realities) on how you’ll live, work, play, buy, sell, talk, text, laugh, and more. You’ll discover how miniscule attention spans will increase a need for velocity...how to work while you’re sleeping...how to wash off mediocrity...and why today’s communication devices will become obsolete. With 2011 you’ll learn how to participate in change instead of trailing it. Laermer calls trends as he sees ‘em—from what’s dead to what’s sensational to what’s novel and what’s next. If you’re looking for surprising observations, shocking statistics, sublime insights, and wholesome food for thought—read this book. Because this is your life...in 2011.

GLOBAL BRAND INTEGRITY MANAGEMENT

By Richard S Post and Penelope N Post

2008 (September 2007) / 224 pages
ISBN: 978-0-07-149444-1

A Professional Reference Title

Does your management strategy protect your brand? Who will be the new global business leaders? Those who understand that managing brand and product integrity is crucial to long-term market and financial success. Global Brand Integrity Management presents a blueprint for protecting the core revenue-related assets of your company—brand, product, and information—in the global marketplace. Authors Richard Post and Penelope Post explain why and how to implement a brand/product integrity program, translating security practice into management principles that lower risk, ensure authenticity of products, enhance brand awareness and loyalty, and, ultimately, increase profitability and shareholder value.

CONTENTS

1. Brand integrity is more than legal protection
2. If product is valuable, someone will try to take your profits
3. If you don’t protect your products, nobody will do it for you
4. If you wait until your products are attacked, you will lose
5. Protect your products and the “bad guys” will attack your competition
6. Your own products are often your largest competition
7. Monitor the marketplace to lower risk and increase profits
8. Brand integrity is a basic management tool
9. How to design and manage a brand integrity program
10. Questions that should be asked to determine brand integrity metrics
PERFECT SELLING
By Linda Richardson
2008 (June 2008) / 176 pages
A Professional Reference Title

Meet your sales objective and close more business in 20 minutes a day

- CONNECT with your customer immediately
- EXPLORE customer needs thoroughly and quickly
- LEVERAGE your solutions persuasively
- RESOLVE your customer’s questions and objections confidently
- ACT when the time is right

Linda Richardson is one of the most recognized names in sales, and an innovator who pioneered customer-focused selling. Perfect Selling distills her expertise into quick tips and techniques, providing succinct lessons in structuring and perfecting the key steps of a sales call-in just 20 minutes or less over a five-day period. It is in sales calls when you’re talking with your customers that the sales are made—or not made. Richardson takes you skillfully through the perfect sales call, from the minute the dialogue begins to closing business. This is sales excellence at its best: a concise method to win more sales and build deeper relationships which can be learned quickly on the go.

THE FUTURE OF MARKETING
By Strategy & Business
2008 (January 2008) / 192 pages
A Professional Reference Title

McGraw-Hill teams up with Strategy + Business magazine and Booz Allen Hamilton to create today’s hottest guides for tomorrow’s highest profits. It’s not enough to stay on top of the latest trends. Successful companies need to think big, think smart, think fast, and think ahead-to cash in on the future. That’s why McGraw-Hill asked two of today’s top thought-makers on business strategy to create The Future of Business series. Boldly conceived, brilliantly written, and beautifully packaged, each subject-specific guide combines the up-to-the-minute research of Strategy + Business magazine with the global consulting expertise of Booz Allen Hamilton. You’ll find all the latest, greatest success strategies at their fingertips, from actual case studies, industry secrets, and late-breaking stats to essential lists of tips, techniques, and takeaways. Whether the subject is marketing, production, sales, or mergers and acquisitions, the future is here-and profitable-in these future bestsellers. For years, media professionals chased consumers, jacked into personal networks, and sifted through splintered audiences. Now ad and marketing success is driven by those who can reintegrate splintered audiences and map their interests. These philosopher gurus are reshaping how we should reach highly charged minds. Their secrets are in this book.

MARKETING METAPOHORIA
By Gerald Zaltman, University of Pittsburgh, Harvard Business School
2008 (May 2008) / 272 pages
A Professional Reference Title

Meet the seven samurai of metaphor in this provocative follow-up to How Customers Think. Jerry and Lindsay Zaltman explain how and why we use deep metaphors, which the authors define as any form of non-literal representation so deeply embedded in a person’s thought processes that the person is unconscious of using it. Focusing on the seven metaphors - balance, connection, container, control, journey, resource, and transformation—the Zaltmans show how deep metaphors unconsciously pervade and shape our lives. If we recognize them and understand their power over us, we can use them more purposefully to improve the quality of customer relationships and market research and to challenge such pervasive business practices as market segmentation. Most important, deep metaphors can help prompt deeper thinking about key issues in business, where much thought is usually shallow, transient, and insight-free. To demonstrate the possibilities, the Zaltmans use an array of everyday stories from their research. The authors also share images collected through, or created by consumers during, their research to reveal insights better expressed through pictures than words.

ANATOMY OF A TREND
By Henrik Vejlgaard
2008 (August 2007) / 256 pages
A Professional Reference Title

How did Harley Davidson innovate their motorcycle’s design after observing the Hell’s Angels? How did Burberry revive their stuffy brand to create phenomenal success? And how could beer companies prevented huge losses in the 90s? All by understanding the inner workings of trends, Anatomy of a Trend draws on 20 years of the author’s consumer research to reveal the people, the places, and the motives behind the buying behavior that creates trends. Using the ingenious metaphor of a detective novel, global trend expert Henrik Vejlgaard reveals the essential clues for capitalizing on every stage of the trend process.

CONTENTS

Acknowledgments
Introduction: From Intuition to Knowledge
Chapter 1: An Unsolved Mystery
Chapter 2: The Cast of Characters
Chapter 3: What’s the Motive?
Chapter 4: The Setting
Chapter 5: The Plot Thickens
Chapter 6: Towards the Climax
Chapter 7: Anti-Climax
Epilogue: A Continuing Story—the Future of Trends
About the Author

MARKETING
MARKETING POWER PLAYS
By Businessweek
2007 (December 2006) / 224 pages
ISBN: 978-0-07-147558-7
A Professional Reference Title
http://www.businessweek.com/powerplays

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CONTENTS
Introduction by Stephen J. Adler, Editor-In-Chief, Businessweek
1) George Bodenheimer: In the ESPN Zone
2) James Owens: Caterpillar Sinks Its Claws into Services
3) Steven Freiberg: Thinking Locally at Citigroup
4) Paul Otellini: Inside Intel
5) Hans Straberg: Electrolux Cleans Up
6) The Albrecht Brothers: Aldi and Trader Joe’s Challenge to Wal-Mart
7) Anne Livermore: Hewlett-Packard’s Ultimate Team Player
8) Harlan Weisman: Reinventing How Johnson & Johnson Invents
9) Judy McGrath: Keeping MTV Cool
10) Ingvar Kamprad: How IKEA Became a Global Cult Brand
11) Jeff Immelt: Demanding More Risk and Innovation From GE
12) Marissa Mayer: Managing Google’s Idea Factory
13) Steve Jobs: Apple’s Visionary Is Shaking Up Disney
14) Jim McNerney: 3M’s Rising Star Revs Up Innovation
15) Russell Simmons: From Hip-Hop to Mainstream Trends: Reaching an Audience of One
Sources
Contributors
Index

Advertising & Promotion
(Professional References)

THE SAY IT WITH CHARTS COMPLETE TOOLKIT
By Gene Zelazny
2007 (November 2006) / 312 pages
A Professional Reference Title

The Complete Do-It-Yourself Kit for Creating Powerful, Interactive Presentations. Master presenter Gene Zelazny has shown thousands of professionals around the world how to design and deliver successful presentations. Now, he combines his bestselling Say It With Charts with his Say It With Charts Workbook into one comprehensive volume-complete with an all-new CD that lets you download and implement Zelazny’s potent PowerPoint charts, graphs, and visuals! This first-of-its-kind Toolkit reveals time-tested tips for putting your message in visual form and translating data into eye-catching, persuasive charts and multimedia presentations. Zelazny offers step-by-step advice on selecting and preparing the right charts, emphasizing key points, and encouraging your audience become active participants. He also shows you how to use today’s digital technologies to create easy-to-follow, attention-grabbing visuals.

CONTENTS
Section I Choosing Charts: Determine Your Message
Identify the Comparison
Select the Chart Form
Section II Using Charts
Section III Say it With Concepts and Metaphors:
Visual Concepts
Visual Metaphors
Section IV Play it With Charts
Index

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Website: www.mheducation.asia
Selling
(Professional References)

SECRETS OF SUPERSTAR SALES PROS
By Gerhard Gschwandtner, Selling Power
2007 (November 2006) / 224 pages
ISBN: 978-0-07-147589-1
A Professional Reference Title

Top salespeople aren’t born, they’re made—but how? By examining the successful careers, philosophies, and work habits of some of the world’s most brilliant achievers, Secrets of Superstar Sales Pros reveals hundreds of practical ideas that can make you a superachiever— in your own right.

CONTENTS
Part 1: Sales Leaders in Action
1: John Henry Paterson 2: Dale Carnegie 3: Lillian Vernon 4: Harvey Mackay 5: Larry King

Part 2: Face-to-Face: Interviews with the Masters

THE ART OF NONVERBAL SELLING
Let Your Customers’ Unspoken Signals Lead you to the Close
By Gerhard Gschwandtner, Selling Power
2007 (September 2006) / 220 pages
A Professional Reference Title

SELLING POWER AND MCGRAW-HILL-PARTNERS IN SALES SUCCESS. The two leaders in sales publishing team up to bring you an unprecedented library of advice, techniques, and wisdom from the top minds in sales. Sales pros always talk about their “pitch,” the words and phrases they use to nail down a deal. But the most successful sales pros understand the secrets revealed in this book—the nonverbal messages that clients send. Here are clear instructions—and a DVD of nonverbal sales skills in action—that help you to interpret facial expressions, gestures, eye shifts, and many other signals—and then use them to the sales person’s advantage.

CONTENTS
Part I: Learning Nonverbal Selling Power
1. The Importance of Nonverbal Communication
2. The Five Major Channels of Nonverbal Communication
3. Three Signals for Reading your Client
4. What you Say with your Voice

Part II: Using Nonverbal Selling Power During Every Phase for the Sale
1. Preparation
2. Opening
3. Needs Analysis
4. Presentation
5. Objections
6. Closing
7. Conclusion

THE POCKET SALES MENTOR
Proven Sales Strategies at Your Fingertips
By Gerhard Gschwandtner, Selling Power
2007 (September 2006) / 240 pages
A Professional Reference Title

Don’t let this book’s small size fool you. The Pocket Sales Mentor packs a powerful punch, delivering field-tested strategies to help you hone 26 key sales skills. With these skills under your belt, you’ll be able to handle every sales situation with confidence and to close more deals. Whether you’re in the field or back at your desk, The Pocket Sales Mentor gives you the expertise to handle every aspect of the sales process, including ways to

- Make presentations that win over every customer and market
- Build relationships that keep clients coming back
- Use voice mail, e-mail, and other correspondence to effectively sell when you’re not there
- Write creative sales letters and proposals for every transaction
- Negotiate to make the best deal possible
- Handle price and other common objections
- Turn every obstacle into an opportunity to sell

Everyone can use a professional mentor. The Pocket Sales Mentor gives you one at your side, to help you tackle every sales challenge that comes your way. You’ll stay motivated, passionate, and confident during every sale—and every step in your career.

CONTENTS
1. Leads
2. Cold Calls
3. Voicemail
4. Sales Letters
5. Email Selling
6. Proposals
7. Trade Shows
8. Surveys
9. Qualifying Leads
10. Relationship Building
11. Gate Keepers
12. Competition
13. Uncover Needs
14. Sell Value
15. Presentations
16. Selling Psychology
17. Negotiating
18. Objections
19. Closing
20. Up-selling
21. Follow-up
22. Time Management
23. Travel
24. Self-motivation
25. Success Principles
26. Manage your Boss
27. Manage your Stress
THE ULTIMATE SALES TRAINING WORKSHOP
A Hands-On Guide for Managers
By Gerhard Gschwandtner, Selling Power
2007 (November 2006)
ISBN: 978-0-07-147603-4
A Professional Reference Title

One hour: that’s all the reading time you’ll need to master one of the 15 essential sales topics outlined in The Ultimate Sales Training Workshop. Just pick your subject, then read the hands-on guide for that chapter and additional reading materials for salespeople. Next, follow the preparation steps contained in the Sales Manager’s Meeting Guide—a one-page checklist of items taking you from preplanning your workshop through set-up, organizing meeting materials, getting participants involved, topics of discussion, role-playing, debriefing sessions, getting feedback, and more. Everything is spelled out: what to do, when to do it, what to say, how to wrap things up. You simply follow the script.

Each chapter also provides
- All the essential sales principles you’ll want to cover
- Sidebars containing sales reps’ frequently asked questions
- Quick tips for preparing your training session or next sales meeting
- Suggestions for visual materials
- Time-tested sales tools

Being a master seller takes years of experience, but being a master trainer doesn’t. With The Ultimate Sales Training Workshop in hand, you can set up and conduct effective training sessions in no time that will boost your team’s performance to new heights.

CONTENTS
1. Prospecting
2. Process
3. Strategic Accounts
4. Appointments
5. Rapport
6. Presentations
7. Proposals
8. Consultative Selling
9. Objections
10. Negotiations
11. Rejection
12. Closing
13. Attitude Motivation
14. Psychology
15. Emotional Intelligence
16. Contributing Experts

LIVING BRANDS
Collaboration + Innovation = Customer Fascination
By Raymond Nadeau
2007 (September 2006) / 288 pages
ISBN: 978-0-07-146614-1
A Professional Reference Title

A Brand-New Approach to Brand-Building. For Consumers. For Companies. For Life. If you want to build and strengthen your brand in the twenty-first century, you need more than clever grassroots promotions and hip guerrilla marketing. You need Living Brands, Raymond Nadeau’s dynamic, groundbreaking approach to branding that shows you, in six simple steps, how to become an integral part of your consumers’ lives. Living Brands is based on a passion for understanding consumers’ lives and their existing needs. It uses the latest strategies of consumer collaboration to create a more culturally evolved, emotionally engaged, holistic connection to consumers. As one of the marketing industry’s global pioneers, Raymond Nadeau has seen how the marketing world has changed. He provides examples of what works and what doesn’t in today’s consumer-savvy market. Packed with interviews from today’s finest creative and cultural minds, he reveals six secrets to creating brands that truly fascinate and fulfill consumers’ needs. You’ll learn about
- Five Top Global Trend Agencies, which come together for the first time to provide insight into customer collaboration
- Culture Casting, a new model of consumer segmentation
- Consumer as Creator, a new concept of brand-building based on actual lifestyles, as well as creating what Nadeau calls brand biospheres
- Megatrends, the four must-have ingredients for living brands
- The Focus Group Hoax, the difference between what consumers say and what they really mean

Living Brands gives you all the tools you need to adapt your brand to an ever-changing world of consumers, options, and interests. It’s the intelligent way to respond to consumers’ realities—and the only true way to build stellar brands that will stand the test of time.

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The Customer Rules
The 14 Indispensible, Irrefutable, and Indisputable Qualities of the Greatest Service Companies in the World
By C Britt Beemer and Robert L Shook
2009 (August 2008) / 352 pages
A Professional Reference Title

Whether you run your own company or work for a large corporation, establishing customer loyalty is a prerequisite for business growth. In The Customer Rules, C. Britt Beemer, a leading consumer research and marketing consultant, and bestselling business author Robert Shook offer practical advice on how to build a robust company culture based on the concept of unsurpassed customer-service designed to increase your market share. A combination of extensive market research unprecedented in scope, as well as close studies of fourteen companies that excel in the area of customer service, The Customer Rules distills profitable lessons on how to achieve strong customer loyalty. Referencing specific research findings, Beemer and Shook examine the obstacles that too often distract a company’s focus from its most important task—providing preeminent service and creating a unique customer experience. The authors then supply fourteen workable solutions to ensure the return of customers time and time again, including:

- Instill the importance of customer service in every employee
- Use a “small-town” approach to meeting customers’ needs no matter how big your company is
- Develop a unique identity your customers will seek out
- Maintain a focus on the customer before, during, and after the sale

Success in retail, service, manufacturing, or any other business always boils down to the customer experience. Beemer and Shook use in-depth interviews with high-level managers from such companies as Chubb, NetJets, Edward Jones, Lexus, Johnson & Johnson, and Four Seasons Hotels to illustrate the best ways for creating exceptional customer service. The Customer Rules gives you the tools you’ll need to become the undisputed leader in your industry.

The New Gold Standard
5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company
By Joseph Michelli
2008 (June 2008) / 224 pages
A Professional Reference Title

The Ritz-Carlton Hotel Company. The name says it all. When it comes to quality, style, and unsurpassed service, this international company has set the gold standard for delivering the highest level of customer experience—which companies in all industries strive to meet. Now, for the first time, this world-class luxury hotel group has given bestselling author Joseph Michelli unprecedented access to their executives, staff, and award-winning Leadership Center training facilities. You’ll discover the five key principles behind The Ritz-Carlton Hotel Company’s unparalleled success and customer service innovations for which they are famous. For executives and managers at all levels, this book is pure gold.
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>101 Ways to Turn Your Business Green: The Business Guide to Eco-Friendly Profits</td>
<td>Mintzer</td>
<td>143</td>
</tr>
<tr>
<td>2011: Trendspotting For the Next Decade</td>
<td>Laermer</td>
<td>248</td>
</tr>
<tr>
<td>ABC's of Relationship Selling, 10e</td>
<td>Futrell</td>
<td>228</td>
</tr>
<tr>
<td>Above the Board: How Ethical CEOs Create Honest Corporation</td>
<td>Porrini</td>
<td>118</td>
</tr>
<tr>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective, 8e</td>
<td>Belch</td>
<td>225</td>
</tr>
<tr>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective [Aust]</td>
<td>Belch</td>
<td>226</td>
</tr>
<tr>
<td>AMA Handbook of Project Management, 2e (The) [UK]</td>
<td>Dinsmore</td>
<td>192</td>
</tr>
<tr>
<td>Analysis for Marketing Planning, 7e</td>
<td>Lehmann</td>
<td>242</td>
</tr>
<tr>
<td>Anatomy of a Trend</td>
<td>Vejlgaard</td>
<td>249</td>
</tr>
<tr>
<td>Annual Editions: Business Ethics 09/10, 21e</td>
<td>Richardson</td>
<td>113</td>
</tr>
<tr>
<td>Annual Editions: Computers in Society 08/09, 14e</td>
<td>De Palma</td>
<td>193</td>
</tr>
<tr>
<td>Annual Editions: Computers in Society 09/10, 15e</td>
<td>De Palma</td>
<td>193</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 08/09, 17e</td>
<td>Maidment</td>
<td>94</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 09/10, 18e</td>
<td>Maidment</td>
<td>94</td>
</tr>
<tr>
<td>Annual Editions: International Business, 15e</td>
<td>Maidment</td>
<td>106</td>
</tr>
<tr>
<td>Annual Editions: Management, 15e</td>
<td>Maidment</td>
<td>66</td>
</tr>
<tr>
<td>Annual Editions: Marketing 09/10, 32e</td>
<td>Richardson</td>
<td>210</td>
</tr>
<tr>
<td>Application Cases in Management Information Systems, 5e</td>
<td>Morgan</td>
<td>186</td>
</tr>
<tr>
<td>Art of Leadership, 3e (The)</td>
<td>Manning</td>
<td>121</td>
</tr>
<tr>
<td>Art of Nonverbal Selling: Let Your Customers’ Unspoken Signals Lead You to the Close (The)</td>
<td>Gschwandtner</td>
<td>251</td>
</tr>
<tr>
<td>Bangalore Tiger</td>
<td>Hamm</td>
<td>164</td>
</tr>
<tr>
<td>Basic Business Communications, 11e</td>
<td>Lesikar</td>
<td>12</td>
</tr>
<tr>
<td>Basic Marketing, 17e</td>
<td>Perreault</td>
<td>206</td>
</tr>
<tr>
<td>Behavior in Organizations, 9e</td>
<td>Shani</td>
<td>74</td>
</tr>
<tr>
<td>Ben Bernanke’s Fed</td>
<td>Harris</td>
<td>153</td>
</tr>
<tr>
<td>Beyond HR</td>
<td>Boudreau</td>
<td>151</td>
</tr>
<tr>
<td>Big Think Strategy</td>
<td>Schmitt</td>
<td>164</td>
</tr>
<tr>
<td>Booher’s Rules of Business Grammar: 101 Fast and Easy Ways to Correct the Most Common Errors</td>
<td>Booher</td>
<td>21</td>
</tr>
<tr>
<td>Building an E-Business: From the Ground Up</td>
<td>Reding</td>
<td>44</td>
</tr>
<tr>
<td>Business and Administrative Communication, 8e</td>
<td>Locker</td>
<td>12</td>
</tr>
<tr>
<td>Business and Society: Corporate Strategy, Public Policy and Ethics, 12e</td>
<td>Lawrence</td>
<td>113</td>
</tr>
<tr>
<td>Business Communication at Work, 3e</td>
<td>Satterwhite</td>
<td>14</td>
</tr>
<tr>
<td>Business Communication Design, 2e</td>
<td>Angell</td>
<td>13</td>
</tr>
<tr>
<td>Business Communication: Building Critical Skills, 4e</td>
<td>Locker</td>
<td>11</td>
</tr>
<tr>
<td>Business Data Communications</td>
<td>Forouzan</td>
<td>191</td>
</tr>
<tr>
<td>Business Driven Information Systems, 2e</td>
<td>Baltzan</td>
<td>181, 183</td>
</tr>
<tr>
<td>Title</td>
<td>Author</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>---------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Business Driven Technology, 3e</td>
<td>Baltzan</td>
<td>183</td>
</tr>
<tr>
<td>Business English and Communication, 8e</td>
<td>Clark</td>
<td>18</td>
</tr>
<tr>
<td>Business English: Writing in the Global Workplace</td>
<td>Young</td>
<td>18</td>
</tr>
<tr>
<td>Business Environment, 2e [UK CIPD]</td>
<td>Kew</td>
<td>142</td>
</tr>
<tr>
<td>Business Environment, 6e (The) [UK]</td>
<td>Palmer</td>
<td>142</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>Ghillyer</td>
<td>116</td>
</tr>
<tr>
<td>Business Ethics, 2e</td>
<td>Ghillyer</td>
<td>113</td>
</tr>
<tr>
<td>Business Ethics: A Global and Managerial Perspective, 2e</td>
<td>Fritzsche</td>
<td>117</td>
</tr>
<tr>
<td>Business Ethics: Decision-Making for Personal Integrity and Social Responsibility</td>
<td>Hartman</td>
<td>116</td>
</tr>
<tr>
<td>Business Law: The Ethical, Global and E-Commerce Environment, 13e</td>
<td>Mallor</td>
<td>32</td>
</tr>
<tr>
<td>Business Law: The Ethical, Global and E-Commerce Environment, 14e</td>
<td>Mallor</td>
<td>27</td>
</tr>
<tr>
<td>Business Marketing in Asia [Asian]</td>
<td>Lau</td>
<td>232</td>
</tr>
<tr>
<td>Business Marketing, 3e</td>
<td>Bingham</td>
<td>232</td>
</tr>
<tr>
<td>Business Marketing: Connecting Strategy, Relationships and Learning, 4e</td>
<td>Dwyer</td>
<td>231</td>
</tr>
<tr>
<td>Business Models: A Strategic Management Approach</td>
<td>Afuah</td>
<td>139</td>
</tr>
<tr>
<td>Business Strategy Game Online</td>
<td>Thompson</td>
<td>141</td>
</tr>
<tr>
<td>Business, Government and Society: A Managerial Perspective, 12e</td>
<td>Steiner</td>
<td>111</td>
</tr>
<tr>
<td>Business: A Changing World, 7e</td>
<td>Ferrell</td>
<td>170</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study Handbook (The)</td>
</tr>
<tr>
<td>Cases in Electronic Commerce, 2e</td>
</tr>
<tr>
<td>Cases in Strategy and Management [Aust]</td>
</tr>
<tr>
<td>Catalyst Code</td>
</tr>
<tr>
<td>Change Management [India]</td>
</tr>
<tr>
<td>Chasing the Rabbit: How Market Leaders Outdistance the Competition and How Great Companies Can Catch Up and Win, Foreword by Clay Christensen</td>
</tr>
<tr>
<td>China Casebook (The) [Asian]</td>
</tr>
<tr>
<td>China Now: Doing Business In the World’s Most Dynamic Market</td>
</tr>
<tr>
<td>Chindia: How China and India are Revolutionizing Global Business</td>
</tr>
<tr>
<td>Churchill/Ford/Walker’s Sales Force Management, 9e</td>
</tr>
<tr>
<td>Clashing Views on Legal Issues, 13e</td>
</tr>
<tr>
<td>Class with Drucker (A)</td>
</tr>
<tr>
<td>Closing the Innovation Gap: Reigniting the Spark of Creativity in a Global Economy</td>
</tr>
<tr>
<td>Communicating at Work: Principles and Practices for Business and the Professions, 9e</td>
</tr>
<tr>
<td>Communication Skills for International Students in Business [Aust]</td>
</tr>
<tr>
<td>Compensation, 9e</td>
</tr>
<tr>
<td>Confident Leader: How the Most Successful People Go From Effective to Exceptional</td>
</tr>
</tbody>
</table>
### TITLE INDEX

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Behavior, 11e</td>
<td>Hawkins</td>
<td>214</td>
</tr>
<tr>
<td>Consumer Behavior, 8e</td>
<td>Peter</td>
<td>214</td>
</tr>
<tr>
<td>Consumer Behavior: Building Marketing Strategy, 10e</td>
<td>Hawkins</td>
<td>215</td>
</tr>
<tr>
<td>Consumers, 2e</td>
<td>Arnould</td>
<td>216</td>
</tr>
<tr>
<td>Contemporary Advertising, 12e</td>
<td>Arens</td>
<td>223</td>
</tr>
<tr>
<td>Contemporary Management [Aust]</td>
<td>Waddell</td>
<td>65, 80</td>
</tr>
<tr>
<td>Contemporary Management, 6e</td>
<td>Jones</td>
<td>58</td>
</tr>
<tr>
<td>Contemporary Management, European Edition [UK]</td>
<td>Meyer</td>
<td>64</td>
</tr>
<tr>
<td>Core Concepts in Fashion</td>
<td>Dias</td>
<td>247</td>
</tr>
<tr>
<td>Corporate Communication, 5e</td>
<td>Argenti</td>
<td>15</td>
</tr>
<tr>
<td>Corporate Information Strategy and Management: Text and Cases, 8e</td>
<td>Applegate</td>
<td>192</td>
</tr>
<tr>
<td>Corporate Strategy: A Resource Based Approach, 2e</td>
<td>Collis</td>
<td>139</td>
</tr>
<tr>
<td>Corporate Turnaround: Strategies for Renewal [Asian]</td>
<td>Chandra</td>
<td>139</td>
</tr>
<tr>
<td>Crafting and Executing Strategy: Text and Readings, 17e</td>
<td>Thompson</td>
<td>132</td>
</tr>
<tr>
<td>Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, 17e</td>
<td>Thompson</td>
<td>131</td>
</tr>
<tr>
<td>Crisis Leadership Now: A Real-World Guide to Preparing for Threats, Disaster, Sabotage, and Scandal</td>
<td>Barton</td>
<td>123</td>
</tr>
<tr>
<td>CRM At Speed of Light, 4e</td>
<td>Greenberg</td>
<td>253</td>
</tr>
<tr>
<td>Cross-Cultural Management: In Work Organizations [UK CIPD]</td>
<td>French</td>
<td>101</td>
</tr>
<tr>
<td>Customer Relationship Management: Creating Competitive Advantage Through Win-Win Relationship Strategies [Asian]</td>
<td>Storbacka</td>
<td>50</td>
</tr>
<tr>
<td>Customer Rules: The 14 Indispensable, Irrefutable, and Indisputable Qualities of the Greatest Service Companies in the World (The)</td>
<td>Beemer</td>
<td>253</td>
</tr>
<tr>
<td>Customer Service Skills For Success, 4e</td>
<td>Lucas</td>
<td>176</td>
</tr>
</tbody>
</table>

### D

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Communications and Network Security</td>
<td>Carr</td>
<td>190</td>
</tr>
<tr>
<td>Data Communications and Networks</td>
<td>Miller</td>
<td>190</td>
</tr>
<tr>
<td>Database Design, Application Development and Administration, 3e</td>
<td>Mannino</td>
<td>186</td>
</tr>
<tr>
<td>Database Management Systems: Designing and Building Business Applications, 3e</td>
<td>Post</td>
<td>187</td>
</tr>
<tr>
<td>Databases: Design, Development and Deployment Using Microsoft Access, 2e</td>
<td>Rob</td>
<td>187</td>
</tr>
<tr>
<td>Decision Support and Data Warehouse Systems</td>
<td>Mallach</td>
<td>191</td>
</tr>
<tr>
<td>Definitive Drucker (The)</td>
<td>Edersheim</td>
<td>155, 162</td>
</tr>
<tr>
<td>Delivering Business Intelligence with Microsoft SQL Server (TM), 2e</td>
<td>Larson</td>
<td>187</td>
</tr>
<tr>
<td>Designing and Managing the Supply Chain, 3e</td>
<td>Simchi-Levi</td>
<td>47</td>
</tr>
<tr>
<td>Developing Management Skills: What Great Managers Know and Do</td>
<td>Baldwin</td>
<td>82</td>
</tr>
<tr>
<td>Disney Way, Revised Edition, 2e (The)</td>
<td>Capodagli</td>
<td>161</td>
</tr>
<tr>
<td>Disrupting Class: How Disruptive Innovation will Change the Way the World Learns</td>
<td>Christensen</td>
<td>146</td>
</tr>
<tr>
<td>Dragons At Your Door</td>
<td>Williamson</td>
<td>164</td>
</tr>
<tr>
<td>Dubai &amp; Co: Global Strategies for Doing Business in the Gulf States</td>
<td>Rehman</td>
<td>111</td>
</tr>
</tbody>
</table>
Dynamic Business Law  
Kubasek  
29

Dynamic Business Law: The Essentials  
Kubasek  
27

EBay the Smart Way, 5e  
Sinclair  
50

E-Business and E-Commerce Infrastructure: Technologies Supporting E-Business Initiative  
Chaudhury  
42

E-Commerce  
Rayport  
45

E-Commerce: Context, Concepts and Consequences  
Bandyopadhyay  
42

E-Commerce: Strategy, Technologies and Applications [UK]  
Whiteley  
41

Effective Behavior in Organizations, 7e  
Cohen  
78

E-Learning in China University [Asian]  
Wu  
50

Electronic Commerce: Framework, Technologies, and Applications, 3e [India]  
Bhasker  
41

Electronic Commerce: Security, Risk Management, and Control, 2e  
Greenstein  
44

Employee Benefits, 3e  
Martocchio  
143

Employee Relations in an Organizational Context [UK CIPD]  
Daniels  
100

Employee Training and Development, 4e  
Noe  
98

Employment Law for Business, 6e  
Bennett-Alexander  
36

Employment Law: An Introduction for HR and Business Students, 2e [UK]  
Daniels  
37

Employment Law: Going Beyond Compliance to Engagement and Empowerment  
Twomey  
36

Employment Relations: Theory & Practice [Aust]  
Bray  
86

Encyclopedia of Business Letters, Faxes, and E-Mail (The)  
Bly  
21

Entrepreneur PowerPlays: How the World’s Most Dynamic Thinkers Reach the Top of Their Game  
Business Week  
166

Entrepreneurial Small Business, 2e  
Katz  
126

Entrepreneurship and Small Firm, 5e [UK]  
Deakins  
128

Entrepreneurship, 7e  
Hisrich  
130

ERP Demystified, 2e [India]  
Alexis  
195

Essentials of Business Driven Information Systems  
Baltzan  
181

Essentials of Contemporary Advertising, 2e  
Arens  
224

Essentials of Contemporary Management, 3e  
Jones  
59

Essentials of Management: An Asian Perspective [Asian]  
Putti  
66

Essentials of Management: An International Perspective, 7e [India]  
Koontz  
65

Essentials of Marketing Research  
Hair  
212

Essentials of Marketing, 11e  
Perrault  
207

Essentials of Negotiation, 4e  
Lewicki  
124

Essentials of Strategic Management: The Quest for Competitive Advantage  
Gamble  
133

Ethical Decision Making and Information Technology, 2e  
Grillo  
194

Ethics of Management, 6e (The)  
Hosmer  
116

Everything I Know About Business I Learned at McDonald’s: The 7 Leadership Principles that Drive  
Facella  
152

Break Out Success

Evolving Employment Relations [Aust]  
Waring  
93

Executing Your Strategy  
Morgan  
163
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Execution Premium: Linking Strategy to Operations for Competitive Advantage</td>
<td>Kaplan</td>
<td>160</td>
</tr>
<tr>
<td>Exploring Human Resource Management [UK]</td>
<td>Simmonds</td>
<td>91</td>
</tr>
<tr>
<td>Exploring Strategic Analysis and Decision Making [Aust]</td>
<td>Odgers</td>
<td>140</td>
</tr>
<tr>
<td>Five Minds for the Future</td>
<td>Gardner</td>
<td>156</td>
</tr>
<tr>
<td>Formulation, Implementation and Control of Competitive Strategy, 11e</td>
<td>Pearce</td>
<td>135</td>
</tr>
<tr>
<td>Foundations of Business Communication</td>
<td>Young</td>
<td>15</td>
</tr>
<tr>
<td>Foundations of Human Resource Development, 2e</td>
<td>Swanson</td>
<td>150</td>
</tr>
<tr>
<td>Foundations of Information Systems</td>
<td>Zwass</td>
<td>186</td>
</tr>
<tr>
<td>Foundations of Marketing, 3e [UK]</td>
<td>Jobber</td>
<td>204</td>
</tr>
<tr>
<td>Fundamentals of Business Law, 6e [Aust]</td>
<td>Barron</td>
<td>31</td>
</tr>
<tr>
<td>Fundamentals of Human Resource Management, 3e</td>
<td>Noe</td>
<td>84</td>
</tr>
<tr>
<td>Fundamentals of Logistics Management</td>
<td>Lambert</td>
<td>235</td>
</tr>
<tr>
<td>Fundamentals of Management [UK]</td>
<td>Smith</td>
<td>65</td>
</tr>
<tr>
<td>Fundamentals of Selling, 11e</td>
<td>Futrell</td>
<td>228</td>
</tr>
<tr>
<td>Future of Management (The)</td>
<td>Hamel</td>
<td>156</td>
</tr>
<tr>
<td>Future of Marketing (The)</td>
<td>Strategy &amp; Business</td>
<td>249</td>
</tr>
<tr>
<td>Gemba Kaizen: A Commonsense, Low-Cost Approach to Management</td>
<td>Imai</td>
<td>147</td>
</tr>
<tr>
<td>Global Brand Integrity Management</td>
<td>Post</td>
<td>248</td>
</tr>
<tr>
<td>Global Business Power Plays: How the Masters of International Enterprise Reach the Top of Their Game</td>
<td>Business Week</td>
<td>105, 152</td>
</tr>
<tr>
<td>Global Business Today [Aust]</td>
<td>Hill</td>
<td>105</td>
</tr>
<tr>
<td>Global Business Today, 6e</td>
<td>Hill</td>
<td>102</td>
</tr>
<tr>
<td>Global Challenge: Frameworks for International Human Resource Management (The)</td>
<td>Evans</td>
<td>101</td>
</tr>
<tr>
<td>Global Challenge: International Human Resource Management, 2e (The)</td>
<td>Evans</td>
<td>100</td>
</tr>
<tr>
<td>Global Management and Organizational Behavior</td>
<td>Konopaske</td>
<td>79</td>
</tr>
<tr>
<td>Global Marketing: Foreign Entry, Local Marketing and Global Management, 5e</td>
<td>Johannson</td>
<td>238</td>
</tr>
<tr>
<td>Glo-Bus: An Online Business Simulation</td>
<td>Thompson</td>
<td>141</td>
</tr>
<tr>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Word 2007 Update, Lessons 1-60, 10e</td>
<td>Ober</td>
<td>175</td>
</tr>
<tr>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Word 2007 Update, Lessons 1-120, 10e</td>
<td>Ober</td>
<td>175</td>
</tr>
<tr>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Word 2007, Lessons 61-120, 10e</td>
<td>Ober</td>
<td>176</td>
</tr>
<tr>
<td>Gregg Reference Manual: Online Version, 10e (The)</td>
<td>Sabin</td>
<td>18</td>
</tr>
<tr>
<td>Groundswell</td>
<td>Li</td>
<td>147</td>
</tr>
<tr>
<td>Grown Up Digital: How the Net Generation is Changing Your World</td>
<td>Tapscott</td>
<td>146</td>
</tr>
</tbody>
</table>
### TITLE INDEX

#### H

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>How Countries Compete</td>
<td>Vietor</td>
<td>164</td>
</tr>
<tr>
<td>How to Negotiate Anything with Anyone Anywhere Around the World, 3e</td>
<td>Acuff</td>
<td>125</td>
</tr>
<tr>
<td>Human Relations in Organizations: Applications and Skill Building, 7e</td>
<td>Lussier</td>
<td>81</td>
</tr>
<tr>
<td>Human Relations, 4e</td>
<td>Lamberton</td>
<td>80</td>
</tr>
<tr>
<td>Human Resource and Personnel Management, 5e [India]</td>
<td>Aswathappa</td>
<td>90</td>
</tr>
<tr>
<td>Human Resource and Personnel Management, 5e</td>
<td>Werther</td>
<td>93</td>
</tr>
<tr>
<td>Human Resource Management at Work, 4e [UK CIPD]</td>
<td>Marchington</td>
<td>88</td>
</tr>
<tr>
<td>Human Resource Management for MBA Students [UK]</td>
<td>Henderson</td>
<td>87</td>
</tr>
<tr>
<td>Human Resource Management in an International Context [UK CIPD]</td>
<td>Lucas</td>
<td>91</td>
</tr>
<tr>
<td>Human Resource Management in Asia [Asian]</td>
<td>Ivancevich</td>
<td>93</td>
</tr>
<tr>
<td>Human Resource Management in Australia, 3e [Aust]</td>
<td>De Cieri</td>
<td>90</td>
</tr>
<tr>
<td>Human Resource Management in Organizations [UK CIPD]</td>
<td>Robinson</td>
<td>93</td>
</tr>
<tr>
<td>Human Resource Management, 10e</td>
<td>Ivancevich</td>
<td>90</td>
</tr>
<tr>
<td>Human Resource Management, 11e</td>
<td>Ivancevich</td>
<td>83</td>
</tr>
<tr>
<td>Human Resource Management, 4e [India]</td>
<td>Saiyadain</td>
<td>89</td>
</tr>
<tr>
<td>Human Resource Management, 5e</td>
<td>Bernardin</td>
<td>83</td>
</tr>
<tr>
<td>Human Resource Management, 6e</td>
<td>Noe</td>
<td>89</td>
</tr>
<tr>
<td>Human Resource Management, 9e</td>
<td>Byars</td>
<td>86</td>
</tr>
<tr>
<td>Human Resource Strategy</td>
<td>Walker</td>
<td>96</td>
</tr>
<tr>
<td>Human Resource Strategy: A Behavioral Perspective for the General Manager</td>
<td>Dreher</td>
<td>95</td>
</tr>
</tbody>
</table>

#### I

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iconoclast</td>
<td>Berns</td>
<td>146</td>
</tr>
<tr>
<td>Import/Export: How to take your Business Across Borders, 4e</td>
<td>Nelson</td>
<td>105, 234</td>
</tr>
<tr>
<td>Industrial Marketing, 2e [India]</td>
<td>Havaldar</td>
<td>233</td>
</tr>
<tr>
<td>Influence: The Power to Change Anything</td>
<td>Grenny</td>
<td>22, 153</td>
</tr>
<tr>
<td>Information Systems Development, 4e [UK]</td>
<td>Avison</td>
<td>188</td>
</tr>
<tr>
<td>Information Systems Essentials, 3e</td>
<td>Haag</td>
<td>182</td>
</tr>
<tr>
<td>Information Technology and Management, 2e</td>
<td>Thompson</td>
<td>186</td>
</tr>
<tr>
<td>Innovation Power Plays: How the World's Hottest Change Agents Reach the Top of Their Game</td>
<td>Business Week</td>
<td>248</td>
</tr>
<tr>
<td>Integrated Marketing Communications [UK]</td>
<td>Duncan</td>
<td>226</td>
</tr>
<tr>
<td>Intercultural Communication in the Global Marketplace, 4e</td>
<td>Varner</td>
<td>17</td>
</tr>
<tr>
<td>International Business [Aust]</td>
<td>Dowling</td>
<td>101</td>
</tr>
<tr>
<td>International Business Law</td>
<td>Willes</td>
<td>35</td>
</tr>
<tr>
<td>International Business, 11e</td>
<td>Ball</td>
<td>104</td>
</tr>
<tr>
<td>International Business, 12e</td>
<td>Ball</td>
<td>101</td>
</tr>
<tr>
<td>International Business, 3e [India]</td>
<td>Aswathappa</td>
<td>104</td>
</tr>
<tr>
<td>International Business, 7e</td>
<td>Hill</td>
<td>103</td>
</tr>
<tr>
<td>Title</td>
<td>Author/Editors</td>
<td>Pages</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>International Human Resource Management, 2e [UK]</td>
<td>Brewster</td>
<td>107</td>
</tr>
<tr>
<td>International Management: Culture, Strategy, and Behavior, 7e</td>
<td>Luthans</td>
<td>108</td>
</tr>
<tr>
<td>International Management: Managing in a Diverse and Dynamic Global Environment, 2e</td>
<td>Phatak</td>
<td>109</td>
</tr>
<tr>
<td>International Management: Text and Cases, 5e</td>
<td>Beamish</td>
<td>110</td>
</tr>
<tr>
<td>International Marketing [Aust]</td>
<td>Cateora</td>
<td>239</td>
</tr>
<tr>
<td>International Marketing [India]</td>
<td>Paul</td>
<td>239</td>
</tr>
<tr>
<td>International Marketing, 14e</td>
<td>Cateora</td>
<td>237</td>
</tr>
<tr>
<td>Internet Business Models and Strategies: Text and Cases, 2e</td>
<td>Afuah</td>
<td>42</td>
</tr>
<tr>
<td>Internet Business Models: Text and Cases</td>
<td>Eisenmann</td>
<td>43</td>
</tr>
<tr>
<td>Internet Marketing: Building Advantage in a Networked Economy, 2e</td>
<td>Mohammed</td>
<td>43, 243</td>
</tr>
<tr>
<td>Internet Marketing: Readings and Online Resources</td>
<td>Richardson</td>
<td>43, 243</td>
</tr>
<tr>
<td>Interpersonal Skills in Organizations [Aust]</td>
<td>De Janasz</td>
<td>14</td>
</tr>
<tr>
<td>Interpersonal Skills in Organizations, 3e</td>
<td>De Janasz</td>
<td>23, 81</td>
</tr>
<tr>
<td>Introduction to Business Data Mining</td>
<td>Olson</td>
<td>196</td>
</tr>
<tr>
<td>Introduction to Business Ethics, 3e (An)</td>
<td>DesJardins</td>
<td>114</td>
</tr>
<tr>
<td>Introduction to Business Law in Singapore, 3e [Asian]</td>
<td>Chandran</td>
<td>33</td>
</tr>
<tr>
<td>Introduction to Business</td>
<td>Dias</td>
<td>169</td>
</tr>
<tr>
<td>Introduction to Business</td>
<td>Jones</td>
<td>171</td>
</tr>
<tr>
<td>Introduction to E-Commerce, 2e</td>
<td>Rayport</td>
<td>41, 44</td>
</tr>
<tr>
<td>Introduction to Human Resource Management (An) [UK]</td>
<td>Bloisi</td>
<td>92</td>
</tr>
<tr>
<td>Introduction to Information Systems Project Management, 2e</td>
<td>Olson</td>
<td>192</td>
</tr>
<tr>
<td>Introduction to Information Systems, 14e</td>
<td>O’Brien</td>
<td>182</td>
</tr>
<tr>
<td>Introduction to Object-Oriented Analysis and Design</td>
<td>Schach</td>
<td>189</td>
</tr>
<tr>
<td>Introduction to Systems Analysis and Design</td>
<td>Whitten</td>
<td>188</td>
</tr>
<tr>
<td>Introduction to Collective Bargaining and Industrial Relations, 4e</td>
<td>Katz</td>
<td>99</td>
</tr>
</tbody>
</table>

**J**

Jacked Up: The Inside Story of How Jack Welch Talked GE into Becoming the World’s Greatest Company

JD Edwards Enterprise One: The Complete Reference

**K**

Kaizen: The Key to Japan’s Competitive Success

Knowledge Management [India]

<table>
<thead>
<tr>
<th>Author/Editors</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lane</td>
<td>124</td>
</tr>
<tr>
<td>Jacot</td>
<td>196</td>
</tr>
<tr>
<td>Imai</td>
<td>148</td>
</tr>
<tr>
<td>Natarajan</td>
<td>45, 166</td>
</tr>
<tr>
<td>Title</td>
<td>Author</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Labor Relations, 10e</td>
<td>Fossum</td>
</tr>
<tr>
<td>Labor Relations: Striking a Balance, 2e</td>
<td>Budd</td>
</tr>
<tr>
<td>Law for Business, 10e</td>
<td>Barnes</td>
</tr>
<tr>
<td>Law, Business and Society, 9e</td>
<td>McAdams</td>
</tr>
<tr>
<td>Leaders and the Leadership Process, 5e</td>
<td>Pierce</td>
</tr>
<tr>
<td>Leaders We Need: And What Make Us Follow</td>
<td>Maccoby</td>
</tr>
<tr>
<td>Leadership Communication, 2e</td>
<td>Barrett</td>
</tr>
<tr>
<td>Leadership Power Plays</td>
<td>Business Week</td>
</tr>
<tr>
<td>Leadership: Enhancing the Lessons of Experience, 6e</td>
<td>Hughes</td>
</tr>
<tr>
<td>Leading by Example</td>
<td>HBSP</td>
</tr>
<tr>
<td>Leading Corporate Citizens: Vision, Values, Value Added, 3e</td>
<td>Waddock</td>
</tr>
<tr>
<td>Leading Innovation: How to Jump Start Your Organization’s Growth Engine</td>
<td>DeGraff</td>
</tr>
<tr>
<td>Legal and Regulatory Environment of Business, 14e (The)</td>
<td>Reed</td>
</tr>
<tr>
<td>Legal and Regulatory Environment of Business, 15e (The)</td>
<td>Reed</td>
</tr>
<tr>
<td>Legal Aspects of Business, 3e [India]</td>
<td>Pathak</td>
</tr>
<tr>
<td>Legal Environment of Business: In the Information Age</td>
<td>Baumer</td>
</tr>
<tr>
<td>Legal Landmines in E-Commerce</td>
<td>Canton</td>
</tr>
<tr>
<td>Lessons Learned: Managing Change</td>
<td>HBSP</td>
</tr>
<tr>
<td>Living Brands: Collaboration+Innovation=Customer Fascination</td>
<td>Nadeau</td>
</tr>
<tr>
<td>Logistics &amp; Supply Chain Management [UK]</td>
<td>Jonsson</td>
</tr>
<tr>
<td>Love ‘Em or Lose ‘Em: Getting Good People to Stay, 4e</td>
<td>Kaye</td>
</tr>
</tbody>
</table>

<p>| M: Business                                                          | Ferrell                 | 170  |
| M: Business Communication                                           | Flatley                 | 11   |
| M: Management                                                       | Bateman                 | 56   |
| M: Marketing                                                        | Grewal                  | 203  |
| Malaysian Industrial Relations and Employment, 6e                   | Maimunah Aminuddin      | 100  |
| Management, 13e                                                      | Rue                     | 61   |
| Management, 3e                                                       | Gomez-Mejia             | 61   |
| Management, 4e                                                       | Kinicki                 | 60   |
| Management and Organizational Behavior, 2e [UK]                     | Bloisi                  | 80   |
| Management Communication: Principles and Practice, 3e               | Hattersley              | 16   |
| Management Foundations, 2e [Aust]                                   | Bartol                  | 63   |
| Management Information Systems For the Information Age, 7e          | Haag                    | 185  |
| Management Information Systems, 3e [India]                          | Jawadekar               | 185  |
| Management Information Systems, 4e                                   | Post                    | 185  |
| Management Information Systems, 9e                                   | O’Brien                 | 184  |
| Management of a Sales Force, 12e                                     | Spiro                   | 230  |
| Management of Telecommunications: Business Solutions to Business Problems, 2e (The) | Carr | 191 |</p>
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management Strategy: Achieving Sustained Competitive Advantage</td>
<td>Marcus</td>
<td>139</td>
</tr>
<tr>
<td>Management: A Global and Entrepreneurial Perspective, 12e [India]</td>
<td>Weihrich</td>
<td>64</td>
</tr>
<tr>
<td>Management: A Pacific Rim, 5e [Aust]</td>
<td>Bartol</td>
<td>63</td>
</tr>
<tr>
<td>Management: A Real World Approach</td>
<td>Ghillyer</td>
<td>57</td>
</tr>
<tr>
<td>Management: Leading &amp; Collaborating in the Competitive World, 8e</td>
<td>Bateman</td>
<td>55</td>
</tr>
<tr>
<td>Manager’s Guide to Self-Development, 5e (A) [UK]</td>
<td>Pedler</td>
<td>82</td>
</tr>
<tr>
<td>Manager’s Hot Seat Online Access Card, 2e</td>
<td>McGraw-Hill/Irwin</td>
<td>19, 67, 78, 95</td>
</tr>
<tr>
<td>Manager’s Toolkit</td>
<td>HBSP</td>
<td>157</td>
</tr>
<tr>
<td>Managerial Communication: Strategies and Applications, 4e</td>
<td>Hynes</td>
<td>16</td>
</tr>
<tr>
<td>Managerial Issues of Enterprise Resource Planning Systems</td>
<td>Olson</td>
<td>195</td>
</tr>
<tr>
<td>Managing Change: Text and Cases, 2e</td>
<td>Jick</td>
<td>119</td>
</tr>
<tr>
<td>Managing Human Resources, 7e</td>
<td>Cascio</td>
<td>92</td>
</tr>
<tr>
<td>Managing Human Resources, 8e</td>
<td>Cascio</td>
<td>83</td>
</tr>
<tr>
<td>Managing Human Resources: Contemporary Perspectives in New Zealand [Aust]</td>
<td>Macky</td>
<td>87</td>
</tr>
<tr>
<td>Managing Organizational Change: A Multiple Perspectives Approach, 2e</td>
<td>Palmer</td>
<td>119</td>
</tr>
<tr>
<td>Managing the Global Corporation: Case Studies in Strategy and Management, 2e</td>
<td>De La Torre</td>
<td>111</td>
</tr>
<tr>
<td>Marketing [Aust]</td>
<td>Kerin</td>
<td>208</td>
</tr>
<tr>
<td>Marketing for Small Businesses Made Easy</td>
<td>Epstein</td>
<td>166</td>
</tr>
<tr>
<td>Marketing Game!, 3e</td>
<td>Mason</td>
<td>211</td>
</tr>
<tr>
<td>Marketing Management [UK]</td>
<td>Homburg</td>
<td>218</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Marshall</td>
<td>216</td>
</tr>
<tr>
<td>Marketing Management, 9e</td>
<td>Peter</td>
<td>217</td>
</tr>
<tr>
<td>Marketing Management: A Strategic Decision-Making Approach, 7e</td>
<td>Mullins</td>
<td>217</td>
</tr>
<tr>
<td>Marketing Management: Text and Cases</td>
<td>Lal</td>
<td>220</td>
</tr>
<tr>
<td>Marketing Metaphoria</td>
<td>Zaltman</td>
<td>249</td>
</tr>
<tr>
<td>Marketing Power Plays</td>
<td>Business Week</td>
<td>250</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>Cooper</td>
<td>214</td>
</tr>
<tr>
<td>Marketing Research, 2e [Aust]</td>
<td>Hair</td>
<td>213</td>
</tr>
<tr>
<td>Marketing Research, 4e [India]</td>
<td>Beri</td>
<td>213</td>
</tr>
<tr>
<td>Marketing Research, 4e [UK]</td>
<td>Hair</td>
<td>211</td>
</tr>
<tr>
<td>Marketing Research, 4e</td>
<td>Hair</td>
<td>211</td>
</tr>
<tr>
<td>Marketing Research: Text and Cases, 3e [India]</td>
<td>Nargundkar</td>
<td>212</td>
</tr>
<tr>
<td>Marketing Strategy: A Decision Focused Approach, 6e</td>
<td>Walker</td>
<td>220</td>
</tr>
<tr>
<td>Marketing with Asia [Asian]</td>
<td>Kerin</td>
<td>205</td>
</tr>
<tr>
<td>Marketing, 14e</td>
<td>Etzel</td>
<td>208</td>
</tr>
<tr>
<td>Marketing, 2e</td>
<td>Grewal</td>
<td>203</td>
</tr>
<tr>
<td>Marketing, 9e</td>
<td>Kerin</td>
<td>204</td>
</tr>
<tr>
<td>Marketing: A Practical Approach, 6e [Aust]</td>
<td>Rix</td>
<td>209</td>
</tr>
<tr>
<td>Marketing: Core, 3e</td>
<td>Kerin</td>
<td>205</td>
</tr>
<tr>
<td>Marketing: Creating and Delivering Value, 5e [Aust]</td>
<td>Quester</td>
<td>209</td>
</tr>
</tbody>
</table>
Marketing: Principles and Perspectives, 5e | Bearden | 207
Marketing: Value-Based | Grewal | 206
Matching Supply with Demand: An Introduction to Operations Management, 2e | Cachon | 46
McGraw-Hill Handbook of More Business Letters, 3e (The) | Poe | 22
McGraw-Hill Handbook of More Business Letters, 4e (The) | Poe | 22
McGraw-Hill's Conquering The GMAT Math | Moyer | 152
McGraw-Hill's Conquering the GMAT Verbal and Writing | Pierce | 154
McKinsey Engagement (The) | Friga | 153
Micromessaging: Why Great Leadership is Beyond Words | Young | 149
Mobilizing Minds: Creating Wealth From Talent in the 21st Century Organizations | Bryan | 155
Modern Competitive Strategy, 3e | Walker | 137
My Secret Life on the McJob: Lessons from Behind the Counter Guaranteed to Supersize any Management Style | Newman | 159

Negotiation, 5e | Lewicki | 125
Negotiation, 6e | Lewicki | 124
Negotiation: Readings, Exercises and Cases, 5e | Lewicki | 124
New Age of Innovation: Driving Cocreated Value through Global Networks (The) | Prahalad | 147
New Business Mentor 2007, 7e | FirstTrac | 131
New Business Ventures and the Entrepreneur, 6e | Roberts | 130
New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience | Michelli | 253
New Human Capital Strategy (The) | Hall | 151
New Positioning: The Battle for Your Mind Escalates (The) | Trout | 219
New Product Management, 9e | Crawford | 233
New Venture Creation: Entrepreneurship for the 21st Century, 8e | Timmons | 129

Object-Oriented Systems Analysis and Design Using UML, 3e [UK] | Bennett | 189
On Competition, Updated Edition | Porter | 160
Operation China | Hexter | 163
Oracle Database 11G New Feature | Freeman | 197
Oracle SQL and Introductory PL/SQL | Preece | 187
Organization Development and Transformation: Managing Effective Change, 6e | French | 118
Organizational Behavior [UK] | Cooper | 76
Organizational Behavior and Management, 8e | Ivancevich | 74, 79
Organizational Behavior in Asia: Issues and Challenges [Asian] | Tan | 78
Organizational Behavior on the Pacific Rim, 2e [Aust] | McShane | 77
Organizational Behavior, 11e  Luthans  76
Organizational Behavior, 4e  McShane  76
Organizational Behavior, 5e  McShane  70
Organizational Behavior, 8e  Kreitner  75
Organizational Behavior: Core Concepts  Kinicki  75
Organizational Behavior: Essentials for Improving Performance and Commitment  Colquitt  69
Organizational Behavior: Essentials, 2e  McShane  73
Organizational Behavior: Human Behavior at Work, 12e  Newstrom  77
Organizational Behavior: Improving Performance and Commitment in the Workplace  Colquitt  70
Organizational Behavior: Key Concepts, Skills & Best Practices, 4e  Kinicki  72
Organizational Behavior: Solutions for Management  Sweeney  77
Organizations: Behavior, Structure, Processes, 13e  Gibson  71
Ownership Quotient  Heskett  153

P
Passion for Success (A) [Asian]  Inamori  158
People and Performance  Drucker  155
People Resourcing, 4e [UK CIPD]  Taylor  97
Perfect Selling  Richardson  249
Personal Development and Management Skills [UK]  Routledge  117
Personality Not Included: Why Companies Lose Their Authenticity and How Great Brands Get It Back, Foreword by Guy Kawasaki  Bhargava  243
Perspectives in Business Ethics, 3e  Hartman  117
Pocket Sales Mentor: Proven Sales Strategies at Your Fingertips (The)  Gschwandtner  251
Preface to Marketing Management, 11e  Peter  219
Principles and Practice of Marketing, 5e [UK]  Jobber  209
Principles and Tools for Supply Chain Management with Student CD-ROM  Webster  48
Principles of Advertising and IMC, 2e  Duncan  227
Principles of Logistics, 2e  Langford  235
Principles of Management  Hill  62
Principles of Management, 4e [India]  Tripathi  62
Principles of Services Marketing, 5e [UK]  Palmer  241
Principles of Voice and Data Communications  Bates  190
Product Design and Development, 4e  Ulrich  234
Product Management, 4e  Lehmann  233
Professional Communication [India]  Koneru  20
Public Relations: The Profession and the Practice, 3e  Lattimore  244
Purchasing and Supply Management  Benton  48
Purchasing and Supply Management, 13e  Leenders  49
### TITLE INDEX

<table>
<thead>
<tr>
<th>R</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raising Venture Capital for the Serious Entrepreneur</td>
<td>Berkery</td>
<td>165</td>
</tr>
<tr>
<td>Rapid Transformation</td>
<td>Tabrizi</td>
<td>160</td>
</tr>
<tr>
<td>Redefining Global Strategy</td>
<td>Ghemawat</td>
<td>162</td>
</tr>
<tr>
<td>Relationship Marketing [UK]</td>
<td>Harwood</td>
<td>245</td>
</tr>
<tr>
<td>Relationship Selling, 3e</td>
<td>Johnston</td>
<td>227</td>
</tr>
<tr>
<td>Retail In Detail, 4e</td>
<td>Bond</td>
<td>237</td>
</tr>
<tr>
<td>Retailing Management, 2e [India]</td>
<td>Pradhan</td>
<td>236</td>
</tr>
<tr>
<td>Retailing Management, 7e</td>
<td>Levy</td>
<td>236</td>
</tr>
<tr>
<td>Roi of Human Capital, 2e</td>
<td>Fitz-Enz</td>
<td>150</td>
</tr>
<tr>
<td>Roundtable Viewpoints: Business Law</td>
<td>Browne</td>
<td>30</td>
</tr>
<tr>
<td>Roundtable Viewpoints: International Business</td>
<td>Robertson</td>
<td>106</td>
</tr>
<tr>
<td>Roundtable Viewpoints: Organizational Leadership</td>
<td>Munro</td>
<td>122</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales and Distribution Management [India]</td>
<td>Havaldar</td>
<td>231</td>
</tr>
<tr>
<td>Say it Like Obama: The Power of Speaking with Purpose and Vision</td>
<td>Leanne</td>
<td>22</td>
</tr>
<tr>
<td>Say It with Charts Complete Toolkit (The)</td>
<td>Zelazny</td>
<td>250</td>
</tr>
<tr>
<td>Search Engine Marketing</td>
<td>Ramos</td>
<td>243</td>
</tr>
<tr>
<td>Secret to GE’s Success (The)</td>
<td>Rothschild</td>
<td>149</td>
</tr>
<tr>
<td>Secrets of Superstar Sales Pros</td>
<td>Gschwandtner</td>
<td>251</td>
</tr>
<tr>
<td>Seduced by Success: How the Best Companies Survive the 9 Traps of Winning</td>
<td>Herbold</td>
<td>157</td>
</tr>
<tr>
<td>Selling: Building Partnerships, 7e</td>
<td>Weitz</td>
<td>229</td>
</tr>
<tr>
<td>Sense of Urgency (A)</td>
<td>Kotter</td>
<td>154</td>
</tr>
<tr>
<td>Services Marketing, 2e [India]</td>
<td>Nargundkar</td>
<td>241</td>
</tr>
<tr>
<td>Services Marketing, 5e</td>
<td>Zeithaml</td>
<td>240</td>
</tr>
<tr>
<td>Services Marketing: Integrating Customer Focus Across the Film [UK]</td>
<td>Wilson/Zeithaml</td>
<td>240</td>
</tr>
<tr>
<td>Silicon Dragon: How China is Winning the Tech Race</td>
<td>Fannin</td>
<td>105</td>
</tr>
<tr>
<td>SIMCRM: Student CD and Manual</td>
<td>Nentl</td>
<td>246</td>
</tr>
<tr>
<td>Small Business Management: An Entrepreneur’s Guidebook, 6e</td>
<td>Byrd</td>
<td>126</td>
</tr>
<tr>
<td>Software Project Management, 5e [UK]</td>
<td>Hughes</td>
<td>192</td>
</tr>
<tr>
<td>Spanning Silos</td>
<td>Aaker</td>
<td>248</td>
</tr>
<tr>
<td>Sports Marketing, 2e</td>
<td>Fullerton</td>
<td>246</td>
</tr>
<tr>
<td>SQL Server 2005: The Complete Reference, 2e</td>
<td>Shapiro</td>
<td>197</td>
</tr>
<tr>
<td>Staffing Organizations, 6e</td>
<td>Heneman III</td>
<td>96</td>
</tr>
<tr>
<td>Starbucks Experience: 5 Principles of Turning Ordinary into Extraordinary (The)</td>
<td>Michelli</td>
<td>163</td>
</tr>
<tr>
<td>Strategic Corporate Communications: A Global Approach for Doing Business in the New India</td>
<td>Argenti</td>
<td>21</td>
</tr>
<tr>
<td>Strategic Dynamics: Concepts and Cases</td>
<td>Burgelman</td>
<td>145</td>
</tr>
<tr>
<td>Strategic Human Resource Management [UK CIPD]</td>
<td>ACHR</td>
<td>85</td>
</tr>
<tr>
<td>Strategic Logistics Management, 4e</td>
<td>Stock</td>
<td>235</td>
</tr>
<tr>
<td>Title</td>
<td>Author/Co-Author</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>---------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Strategic Management of Technological Innovation, 2e</td>
<td>Schilling</td>
<td>145</td>
</tr>
<tr>
<td>Strategic Management of Technology and Innovation, 5e</td>
<td>Burgelman</td>
<td>144</td>
</tr>
<tr>
<td>Strategic Management, 11e</td>
<td>Pearce</td>
<td>136</td>
</tr>
<tr>
<td>Strategic Management: Creating Competitive Advantages, 4e</td>
<td>Dess</td>
<td>137</td>
</tr>
<tr>
<td>Strategic Management: Text and Cases, 4e</td>
<td>Dess</td>
<td>138</td>
</tr>
<tr>
<td>Strategic Marketing Management Cases, 7e</td>
<td>Cravens</td>
<td>223</td>
</tr>
<tr>
<td>Strategic Marketing, 9e</td>
<td>Cravens</td>
<td>222</td>
</tr>
<tr>
<td>Strategic Marketing: A Practical Approach</td>
<td>Alsem</td>
<td>221</td>
</tr>
<tr>
<td>Strategies for Cross-Cultural Negotiation [Asian]</td>
<td>Tan</td>
<td>125</td>
</tr>
<tr>
<td>Strategies for the Green Economy: Opportunities and Challenges in the New World of Business</td>
<td>Makower</td>
<td>143</td>
</tr>
<tr>
<td>Strategy 2008-2009</td>
<td>Ketchen</td>
<td>134</td>
</tr>
<tr>
<td>Strategy Power Plays</td>
<td>Business week</td>
<td>161</td>
</tr>
<tr>
<td>Successful Direct Marketing Methods, 8e</td>
<td>Stone</td>
<td>242</td>
</tr>
<tr>
<td>Supervision: Concepts and Skill-Building, 6e</td>
<td>Certo</td>
<td>68</td>
</tr>
<tr>
<td>Supervision: Key Link to Productivity, 9e</td>
<td>Rue</td>
<td>68</td>
</tr>
<tr>
<td>Supply Chain Excellence, 2e</td>
<td>Bolstorff</td>
<td>234</td>
</tr>
<tr>
<td>Supply Chain Logistics Management, 2e</td>
<td>Bowersox</td>
<td>49</td>
</tr>
<tr>
<td>Supply Chain Logistics Management, 3e</td>
<td>Bowersox</td>
<td>45</td>
</tr>
<tr>
<td>Supply Management, 8e</td>
<td>Burt</td>
<td>46</td>
</tr>
<tr>
<td>Systems Analysis and Design Methods, 7e</td>
<td>Whitten</td>
<td>188</td>
</tr>
<tr>
<td>Systems Analysis and Design: An Active Approach</td>
<td>Marakas</td>
<td>189</td>
</tr>
</tbody>
</table>

**T**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author/Co-Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taking Sides: Clashing Views in Business Ethics and Society, 10e</td>
<td>Newton</td>
<td>116</td>
</tr>
<tr>
<td>Talent On Demand</td>
<td>Cappelli</td>
<td>150</td>
</tr>
<tr>
<td>Technology Management: Text and International Cases</td>
<td>Harrison</td>
<td>146</td>
</tr>
<tr>
<td>Textbook of Food &amp; Beverage Management [India]</td>
<td>Andrews</td>
<td>244</td>
</tr>
<tr>
<td>Textbook of Front Office Management and Operations [India]</td>
<td>Andrews</td>
<td>244</td>
</tr>
<tr>
<td>Textbook of Housekeeping Management and Operations [India]</td>
<td>Andrews</td>
<td>244</td>
</tr>
<tr>
<td>Think Better: An Innovator’s Guide to Productive Thinking</td>
<td>Hurson</td>
<td>154</td>
</tr>
<tr>
<td>Time-Driven Activity-Based Costing</td>
<td>Kaplan</td>
<td>159</td>
</tr>
<tr>
<td>Toyota Culture: The Heart and Soul of the Toyota Way</td>
<td>Liker</td>
<td>154</td>
</tr>
<tr>
<td>Toyota Talent</td>
<td>Liker</td>
<td>151</td>
</tr>
<tr>
<td>Toyota’s Supply Chain Management: A Strategic Approach to Toyota’s Renowed System</td>
<td>Iyer</td>
<td>152</td>
</tr>
<tr>
<td>Training in Practice [UK CIPD]</td>
<td>Truelove</td>
<td>98</td>
</tr>
<tr>
<td>Transnational Management: Text and Cases, 5e</td>
<td>Bartlett</td>
<td>110</td>
</tr>
</tbody>
</table>
### TITLE INDEX

#### U

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding Business, 8e</td>
<td>Nickels</td>
<td>171</td>
</tr>
<tr>
<td>Understanding Employment Relations [UK]</td>
<td>Rollinson</td>
<td>91, 100</td>
</tr>
<tr>
<td>Update to Fundamentals of Business Law, 5e [Aust]</td>
<td>Barron</td>
<td>32</td>
</tr>
</tbody>
</table>

#### W

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wal-Smart: What It Really Takes to Profit In a Wal-Mart World</td>
<td>Marquard</td>
<td>163</td>
</tr>
<tr>
<td>War for Wealth: The True Story of Globalization, or Why the Flat World is Broken (The)</td>
<td>Steingart</td>
<td>147</td>
</tr>
<tr>
<td>Wargaming for Leaders: Strategic Decision Making from the Battlefield to the Boardroom</td>
<td>Herman</td>
<td>123</td>
</tr>
<tr>
<td>What Type of Leader are You?</td>
<td>Lapid-Bogda</td>
<td>148</td>
</tr>
<tr>
<td>What Were They Thinking?</td>
<td>Pfeffer</td>
<td>159</td>
</tr>
<tr>
<td>Why ERP? A Primer on SAP Implementation</td>
<td>Jacobs</td>
<td>196</td>
</tr>
<tr>
<td>World Class Supply Management: The Key to Supply Chain Management with Student CD (Cases), 7e</td>
<td>Burt</td>
<td>49</td>
</tr>
<tr>
<td>World-Class Warehousing and Material Handling</td>
<td>Frazelle</td>
<td>50</td>
</tr>
<tr>
<td>Write to the Point!: Letters, Memos and Reports that Get Results</td>
<td>Fruehling</td>
<td>22</td>
</tr>
<tr>
<td>Writing, Researching, Communicating: Communication Skills for the Information Age, 3e [Aust]</td>
<td>Windshuttle</td>
<td>19</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Aaker</td>
<td>Spanning Silos</td>
<td>248</td>
</tr>
<tr>
<td>ACHR</td>
<td>Strategic Human Resource Management [UK CIPD]</td>
<td>85</td>
</tr>
<tr>
<td>Acuff</td>
<td>How to Negotiate Anything with Anyone Anywhere Around the World, 3e</td>
<td>125</td>
</tr>
<tr>
<td>Adler</td>
<td>Communicating at Work: Principles and Practices for Business and the Professions, 9e</td>
<td>12</td>
</tr>
<tr>
<td>Afuah</td>
<td>Business Models: A Strategic Management Approach</td>
<td>139</td>
</tr>
<tr>
<td>Afuah</td>
<td>Internet Business Models and Strategies: Text and Cases, 2e</td>
<td>42</td>
</tr>
<tr>
<td>Alexis</td>
<td>ERP Demystified, 2e [India]</td>
<td>195</td>
</tr>
<tr>
<td>Alsem</td>
<td>Strategic Marketing: A Practical Approach</td>
<td>221</td>
</tr>
<tr>
<td>Andrews</td>
<td>Textbook of Food &amp; Beverage Management [India]</td>
<td>244</td>
</tr>
<tr>
<td>Andrews</td>
<td>Textbook of Front Office Management and Operations [India]</td>
<td>244</td>
</tr>
<tr>
<td>Andrews</td>
<td>Textbook of Housekeeping Management and Operations [India]</td>
<td>244</td>
</tr>
<tr>
<td>Angell</td>
<td>Business Communication Design, 2e</td>
<td>13</td>
</tr>
<tr>
<td>Applegate</td>
<td>Corporate Information Strategy and Management: Text and Cases, 8e</td>
<td>192</td>
</tr>
<tr>
<td>Arens</td>
<td>Contemporary Advertising, 12e</td>
<td>223</td>
</tr>
<tr>
<td>Arens</td>
<td>Essentials of Contemporary Advertising, 2e</td>
<td>224</td>
</tr>
<tr>
<td>Argenti</td>
<td>Corporate Communication, 5e</td>
<td>15</td>
</tr>
<tr>
<td>Argenti</td>
<td>Strategic Corporate Communications: A Global Approach for Doing Business in the New India</td>
<td>21</td>
</tr>
<tr>
<td>Arnould</td>
<td>Consumers, 2e</td>
<td>216</td>
</tr>
<tr>
<td>Aswathappa</td>
<td>Human Resource and Personnel Management, 5e [India]</td>
<td>90</td>
</tr>
<tr>
<td>Aswathappa</td>
<td>International Business, 3e [India]</td>
<td>104</td>
</tr>
<tr>
<td>Avison</td>
<td>Information Systems Development, 4e [UK]</td>
<td>188</td>
</tr>
<tr>
<td>Baldwin</td>
<td>Developing Management Skills: What Great Managers Know and Do</td>
<td>82</td>
</tr>
<tr>
<td>Ball</td>
<td>International Business, 11e</td>
<td>104</td>
</tr>
<tr>
<td>Ball</td>
<td>International Business, 12e</td>
<td>101</td>
</tr>
<tr>
<td>Baltzan</td>
<td>Business Driven Information Systems, 2e</td>
<td>181, 183</td>
</tr>
<tr>
<td>Baltzan</td>
<td>Business Driven Technology, 3e</td>
<td>183</td>
</tr>
<tr>
<td>Baltzan</td>
<td>Essentials of Business Driven Information Systems</td>
<td>181</td>
</tr>
<tr>
<td>Bandyopadhyay</td>
<td>E-Commerce: Context, Concepts and Consequences</td>
<td>42</td>
</tr>
<tr>
<td>Barnes</td>
<td>Law for Business, 10e</td>
<td>28</td>
</tr>
<tr>
<td>Barrett</td>
<td>Leadership Communication, 2e</td>
<td>17, 122</td>
</tr>
<tr>
<td>Barron</td>
<td>Fundamentals of Business Law, 6e [Aust]</td>
<td>31</td>
</tr>
<tr>
<td>Barron</td>
<td>Update to Fundamentals of Business Law, 5e [Aust]</td>
<td>32</td>
</tr>
<tr>
<td>Bartlett</td>
<td>Transnational Management: Text and Cases, 5e</td>
<td>110</td>
</tr>
<tr>
<td>Bartol</td>
<td>Management Foundations, 2e [Aust]</td>
<td>63</td>
</tr>
<tr>
<td>Bartol</td>
<td>Management: A Pacific Rim, 5e [Aust]</td>
<td>63</td>
</tr>
<tr>
<td>Barton</td>
<td>Crisis Leadership Now: A Real-World Guide to Preparing for Threats, Disaster, Sabotage, and Scandal</td>
<td>123</td>
</tr>
<tr>
<td>Bateman</td>
<td>M: Management</td>
<td>56</td>
</tr>
<tr>
<td>Bateman</td>
<td>Management: Leading &amp; Collaborating in the Competitive World, 8e</td>
<td>55</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Bates</td>
<td>Principles of Voice and Data Communications</td>
<td>190</td>
</tr>
<tr>
<td>Baumer</td>
<td>Legal Environment of Business: In the Information Age</td>
<td>35</td>
</tr>
<tr>
<td>Beamish</td>
<td>International Management: Text and Cases, 5e</td>
<td>110</td>
</tr>
<tr>
<td>Bearden</td>
<td>Marketing: Principles and Perspectives, 5e</td>
<td>207</td>
</tr>
<tr>
<td>Beemer</td>
<td>Customer Rules: The 14 Indispensable, Irrefutable, and Indisputable Qualities of the Greatest Service Companies in the World (The)</td>
<td>253</td>
</tr>
<tr>
<td>Belch</td>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective, 8e</td>
<td>225</td>
</tr>
<tr>
<td>Belch</td>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective [Aust]</td>
<td>226</td>
</tr>
<tr>
<td>Bennett</td>
<td>Object-Oriented Systems Analysis and Design Using UML, 3e [UK]</td>
<td>189</td>
</tr>
<tr>
<td>Bennett-Alexander</td>
<td>Employment Law for Business, 6e</td>
<td>36</td>
</tr>
<tr>
<td>Benton</td>
<td>Purchasing and Supply Management</td>
<td>48</td>
</tr>
<tr>
<td>Beri</td>
<td>Marketing Research, 4e [India]</td>
<td>213</td>
</tr>
<tr>
<td>Berker</td>
<td>Raising Venture Capital for the Serious Entrepreneur</td>
<td>165</td>
</tr>
<tr>
<td>Bernardin</td>
<td>Human Resource Management, 5e</td>
<td>83</td>
</tr>
<tr>
<td>Berns</td>
<td>Iconoclast</td>
<td>146</td>
</tr>
<tr>
<td>Bhargava</td>
<td>Personality Not Included: Why Companies Lose Their Authenticity and How Great Brands Get It Back, Foreword by Guy Kawasaki</td>
<td>243</td>
</tr>
<tr>
<td>Bhasker</td>
<td>Electronic Commerce: Framework, Technologies, and Applications, 3e [India]</td>
<td>41</td>
</tr>
<tr>
<td>Bingham</td>
<td>Business Marketing, 3e</td>
<td>232</td>
</tr>
<tr>
<td>Bloisi</td>
<td>Introduction to Human Resource Management (An) [UK]</td>
<td>92</td>
</tr>
<tr>
<td>Bloisi</td>
<td>Management and Organizational Behavior, 2e [UK]</td>
<td>80</td>
</tr>
<tr>
<td>Bly</td>
<td>Encyclopedia of Business Letters, Faxes, and E-Mail (The)</td>
<td>21</td>
</tr>
<tr>
<td>Bolstorff</td>
<td>Supply Chain Excellence, 2e</td>
<td>234</td>
</tr>
<tr>
<td>Bond</td>
<td>Retail In Detail, 4e</td>
<td>237</td>
</tr>
<tr>
<td>Booher</td>
<td>Booher’s Rules of Business Grammar: 101 Fast and Easy Ways to Correct the Most Common Errors</td>
<td>21</td>
</tr>
<tr>
<td>Beyond HR</td>
<td>Boudreau</td>
<td>151</td>
</tr>
<tr>
<td>Bowersox</td>
<td>Supply Chain Logistics Management, 2e</td>
<td>49</td>
</tr>
<tr>
<td>Bowersox</td>
<td>Supply Chain Logistics Management, 3e</td>
<td>45</td>
</tr>
<tr>
<td>Bray</td>
<td>Employment Relations: Theory &amp; Practice [Aust]</td>
<td>86</td>
</tr>
<tr>
<td>Bretag</td>
<td>Communication Skills for International Students in Business [Aust]</td>
<td>13</td>
</tr>
<tr>
<td>Brewster</td>
<td>International Human Resource Management, 2e [UK]</td>
<td>107</td>
</tr>
<tr>
<td>Browne</td>
<td>Roundtable Viewpoints: Business Law</td>
<td>30</td>
</tr>
<tr>
<td>Bryan</td>
<td>Mobilizing Minds: Creating Wealth From Talent in the 21st Century Organizations</td>
<td>155</td>
</tr>
<tr>
<td>Budd</td>
<td>Labor Relations: Striking a Balance, 2e</td>
<td>99</td>
</tr>
<tr>
<td>Burgelman</td>
<td>Strategic Dynamics: Concepts and Cases</td>
<td>145</td>
</tr>
<tr>
<td>Burgelman</td>
<td>Strategic Management of Technology and Innovation, 5e</td>
<td>144</td>
</tr>
<tr>
<td>Burt</td>
<td>Supply Management, 8e</td>
<td>46</td>
</tr>
<tr>
<td>Burt</td>
<td>World Class Supply Management: The Key to Supply Chain Management with Student CD (Cases), 7e</td>
<td>49</td>
</tr>
<tr>
<td>Business Week</td>
<td>Entrepreneur PowerPlays: How the World’s Most Dynamic Thinkers Reach the Top of Their Game</td>
<td>166</td>
</tr>
<tr>
<td>Business Week</td>
<td>Global Business Power Plays: How the Masters of International Enterprise Reach the Top of Their Game</td>
<td>105, 152</td>
</tr>
<tr>
<td>Business Week</td>
<td>Innovation Power Plays: How the World’s Hottest Change Agents Reach the Top of Their Game</td>
<td>248</td>
</tr>
<tr>
<td>Business Week</td>
<td>Leadership Power Plays</td>
<td>148</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Business Week</td>
<td>Marketing Power Plays</td>
<td>250</td>
</tr>
<tr>
<td>Business Week</td>
<td>Strategy Power Plays</td>
<td>161</td>
</tr>
<tr>
<td>Byars</td>
<td>Human Resource Management, 9e</td>
<td>86</td>
</tr>
<tr>
<td>Byrd</td>
<td>Small Business Management: An Entrepreneur’s Guidebook, 6e</td>
<td>126</td>
</tr>
<tr>
<td>Cachon</td>
<td>Matching Supply with Demand: An Introduction to Operations Management, 2e</td>
<td>46</td>
</tr>
<tr>
<td>Canton</td>
<td>Legal Landmines in E-Commerce</td>
<td>37, 44</td>
</tr>
<tr>
<td>Capodagli</td>
<td>Disney Way, Revised Edition, 2e (The)</td>
<td>161</td>
</tr>
<tr>
<td>Cappelli</td>
<td>Talent On Demand</td>
<td>150</td>
</tr>
<tr>
<td>Carr</td>
<td>Data Communications and Network Security</td>
<td>190</td>
</tr>
<tr>
<td>Carr</td>
<td>Management of Telecommunications: Business Solutions to Business Problems, 2e (The)</td>
<td>191</td>
</tr>
<tr>
<td>Cascio</td>
<td>Managing Human Resources, 7e</td>
<td>92</td>
</tr>
<tr>
<td>Cascio</td>
<td>Managing Human Resources, 8e</td>
<td>83</td>
</tr>
<tr>
<td>Cateora</td>
<td>International Marketing [Aust]</td>
<td>239</td>
</tr>
<tr>
<td>Cateora</td>
<td>International Marketing, 14e</td>
<td>237</td>
</tr>
<tr>
<td>Certo</td>
<td>Supervision: Concepts and Skill-Building, 6e</td>
<td>68</td>
</tr>
<tr>
<td>Chandra</td>
<td>Corporate Turnaround: Strategies for Renewal [Asian]</td>
<td>139</td>
</tr>
<tr>
<td>Chandran</td>
<td>Introduction to Business Law in Singapore, 3e [Asian]</td>
<td>33</td>
</tr>
<tr>
<td>Chaudhury</td>
<td>E-Business and E-Commerce Infrastructure: Technologies Supporting E-Business Initiative</td>
<td>42</td>
</tr>
<tr>
<td>Christensen</td>
<td>Disrupting Class: How Disruptive Innovation will Change the Way the World Learns</td>
<td>146</td>
</tr>
<tr>
<td>Clark</td>
<td>Business English and Communication, 8e</td>
<td>18</td>
</tr>
<tr>
<td>Cohen</td>
<td>Class with Drucker (A)</td>
<td>155</td>
</tr>
<tr>
<td>Cohen</td>
<td>Effective Behavior in Organizations, 7e</td>
<td>78</td>
</tr>
<tr>
<td>Collis</td>
<td>Corporate Strategy: A Resource Based Approach, 2e</td>
<td>139</td>
</tr>
<tr>
<td>Colquitt</td>
<td>Organizational Behavior: Essentials for Improving Performance and Commitment</td>
<td>69</td>
</tr>
<tr>
<td>Colquitt</td>
<td>Organizational Behavior: Improving Performance and Commitment in the Workplace</td>
<td>70</td>
</tr>
<tr>
<td>Cooper</td>
<td>Marketing Research</td>
<td>214</td>
</tr>
<tr>
<td>Cooper</td>
<td>Organizational Behavior [UK]</td>
<td>76</td>
</tr>
<tr>
<td>Cravens</td>
<td>Strategic Marketing Management Cases, 7e</td>
<td>223</td>
</tr>
<tr>
<td>Cravens</td>
<td>Strategic Marketing, 9e</td>
<td>222</td>
</tr>
<tr>
<td>Crawford</td>
<td>New Product Management, 9e</td>
<td>233</td>
</tr>
<tr>
<td>Cutcher</td>
<td>Cases in Strategy and Management [Aust]</td>
<td>140</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Daniells</td>
<td>Employee Relations in an Organizational Context [UK CIPD]</td>
<td>100</td>
</tr>
<tr>
<td>Daniells</td>
<td>Employment Law: An Introduction for HR and Business Students, 2e [UK]</td>
<td>37</td>
</tr>
<tr>
<td>De Cieri</td>
<td>Human Resource Management in Australia, 3e [Aust]</td>
<td>90</td>
</tr>
<tr>
<td>De Janasz</td>
<td>Interpersonal Skills in Organizations [Aust]</td>
<td>14</td>
</tr>
<tr>
<td>De Janasz</td>
<td>Interpersonal Skills in Organizations, 3e</td>
<td>23, 81</td>
</tr>
<tr>
<td>De La Torre</td>
<td>Managing the Global Corporation: Case Studies in Strategy and Management, 2e</td>
<td>111</td>
</tr>
<tr>
<td>De Palma</td>
<td>Annual Editions: Computers in Society 08/09, 14e</td>
<td>193</td>
</tr>
<tr>
<td>De Palma</td>
<td>Annual Editions: Computers in Society 09/10, 15e</td>
<td>193</td>
</tr>
<tr>
<td>Deakins</td>
<td>Entrepreneurship and Small Firm, 5e [UK]</td>
<td>128</td>
</tr>
<tr>
<td>DeGraff</td>
<td>Leading Innovation: How to Jump Start Your Organization’s Growth Engine</td>
<td>161</td>
</tr>
<tr>
<td>DesJardins</td>
<td>Introduction to Business Ethics, 3e (An)</td>
<td>114</td>
</tr>
<tr>
<td>Dess</td>
<td>Strategic Management: Creating Competitive Advantages, 4e</td>
<td>137</td>
</tr>
<tr>
<td>Dess</td>
<td>Strategic Management: Text and Cases, 4e</td>
<td>138</td>
</tr>
<tr>
<td>Dias</td>
<td>Core Concepts in Fashion</td>
<td>247</td>
</tr>
<tr>
<td>Dias</td>
<td>Introduction to Business</td>
<td>169</td>
</tr>
<tr>
<td>Dinsmore</td>
<td>AMA Handbook of Project Management, 2e (The) [UK]</td>
<td>192</td>
</tr>
<tr>
<td>Dowling</td>
<td>International Business [Aust]</td>
<td>101</td>
</tr>
<tr>
<td>Dreher</td>
<td>Human Resource Strategy: A Behavioral Perspective for the General Manager</td>
<td>95</td>
</tr>
<tr>
<td>Drucker</td>
<td>People and Performance</td>
<td>155</td>
</tr>
<tr>
<td>Duncan</td>
<td>Integrated Marketing Communications [UK]</td>
<td>226</td>
</tr>
<tr>
<td>Duncan</td>
<td>Principles of Advertising and IMC, 2e</td>
<td>227</td>
</tr>
<tr>
<td>Dwyer</td>
<td>Business Marketing: Connecting Strategy, Relationships and Learning, 4e</td>
<td>231</td>
</tr>
<tr>
<td>Edersheim</td>
<td>Definitive Drucker (The)</td>
<td>155, 162</td>
</tr>
<tr>
<td>Eisenmann</td>
<td>Internet Business Models: Text and Cases</td>
<td>43</td>
</tr>
<tr>
<td>Ellet</td>
<td>Case Study Handbook (The)</td>
<td>108</td>
</tr>
<tr>
<td>Engardio</td>
<td>Chindia: How China and India are Revolutionizing Global Business</td>
<td>164</td>
</tr>
<tr>
<td>Epstein</td>
<td>Marketing for Small Businesses Made Easy</td>
<td>166</td>
</tr>
<tr>
<td>Estrin</td>
<td>Closing the Innovation Gap: Reigniting the Spark of Creativity in a Global Economy</td>
<td>146</td>
</tr>
<tr>
<td>Etzel</td>
<td>Marketing, 14e</td>
<td>208</td>
</tr>
<tr>
<td>Evans</td>
<td>Catalyst Code</td>
<td>162</td>
</tr>
<tr>
<td>Evans</td>
<td>Global Challenge: Frameworks for International Human Resource Management (The)</td>
<td>101</td>
</tr>
<tr>
<td>Evans</td>
<td>Global Challenge: International Human Resource Management, 2e (The)</td>
<td>100</td>
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<td>Page</td>
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<tr>
<td>Facella</td>
<td>Everything I Know About Business I Learned at McDonald’s: The 7 Leadership Principles that Drive Break Out Success</td>
<td>152</td>
</tr>
<tr>
<td>Fannin</td>
<td>Silicon Dragon: How China is Winning the Tech Race</td>
<td>105</td>
</tr>
<tr>
<td>FastTrac</td>
<td>New Business Mentor 2007, 7e</td>
<td>131</td>
</tr>
<tr>
<td>Ferrell</td>
<td>Business: A Changing World, 7e</td>
<td>170</td>
</tr>
<tr>
<td>Fitz-Enz</td>
<td>Roi of Human Capital, 2e</td>
<td>150</td>
</tr>
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<td>Flatley</td>
<td>M: Business Communication</td>
<td>11</td>
</tr>
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<td>Forouzan</td>
<td>Business Data Communications</td>
<td>191</td>
</tr>
<tr>
<td>Fossum</td>
<td>Labor Relations, 10e</td>
<td>98</td>
</tr>
<tr>
<td>Frazelle</td>
<td>World-Class Warehousing and Material Handling</td>
<td>50</td>
</tr>
<tr>
<td>Freeman</td>
<td>Oracle Database 11G New Feature</td>
<td>197</td>
</tr>
<tr>
<td>French</td>
<td>Cross-Cultural Management: In Work Organizations [UK CIPD]</td>
<td>101</td>
</tr>
<tr>
<td>French</td>
<td>Organization Development and Transformation: Managing Effective Change, 6e</td>
<td>118</td>
</tr>
<tr>
<td>Friga</td>
<td>McKinsey Engagement (The)</td>
<td>153</td>
</tr>
<tr>
<td>Frizsche</td>
<td>Business Ethics: A Global and Managerial Perspective, 2e</td>
<td>117</td>
</tr>
<tr>
<td>Freuhling</td>
<td>Write to the Point!: Letters, Memos and Reports that Get Results</td>
<td>22</td>
</tr>
<tr>
<td>Fullerton</td>
<td>Sports Marketing, 2e</td>
<td>246</td>
</tr>
<tr>
<td>Futrell</td>
<td>ABC’s of Relationship Selling, 10e</td>
<td>228</td>
</tr>
<tr>
<td>Futrell</td>
<td>Fundamentals of Selling, 11e</td>
<td>228</td>
</tr>
<tr>
<td>Gamble</td>
<td>Essentials of Strategic Management: The Quest for Competitive Advantage</td>
<td>133</td>
</tr>
<tr>
<td>Gardner</td>
<td>Five Minds for the Future</td>
<td>156</td>
</tr>
<tr>
<td>Ghemawat</td>
<td>Redefining Global Strategy</td>
<td>162</td>
</tr>
<tr>
<td>Ghillyer</td>
<td>Business Ethics</td>
<td>116</td>
</tr>
<tr>
<td>Ghillyer</td>
<td>Business Ethics, 2e</td>
<td>113</td>
</tr>
<tr>
<td>Ghillyer</td>
<td>Management: A Real World Approach</td>
<td>57</td>
</tr>
<tr>
<td>Gibson</td>
<td>Organizations: Behavior, Structure, Processes, 13e</td>
<td>71</td>
</tr>
<tr>
<td>Gomez-Mejia</td>
<td>Management, 3e</td>
<td>61</td>
</tr>
<tr>
<td>Greenberg</td>
<td>CRM At Speed of Light, 4e</td>
<td>253</td>
</tr>
<tr>
<td>Greenstein</td>
<td>Electronic Commerce: Security, Risk Management, and Control, 2e</td>
<td>44</td>
</tr>
<tr>
<td>Grenny</td>
<td>Influence: The Power to Change Anything</td>
<td>22, 153</td>
</tr>
<tr>
<td>Grewal</td>
<td>M: Marketing</td>
<td>203</td>
</tr>
<tr>
<td>Grewal</td>
<td>Marketing, 2e</td>
<td>203</td>
</tr>
<tr>
<td>Grewal</td>
<td>Marketing: Value-Based</td>
<td>206</td>
</tr>
<tr>
<td>Grollo</td>
<td>Ethical Decision Making and Information Technology, 2e</td>
<td>194</td>
</tr>
<tr>
<td>Gschwandtner</td>
<td>Art of Nonverbal Selling: Let Your Customers’ Unspoken Signals Lead You to the Close (The)</td>
<td>251</td>
</tr>
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<td>Gschwandtner</td>
<td>Pocket Sales Mentor: Proven Sales Strategies at Your Fingertips (The)</td>
<td>251</td>
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<td>Secrets of Superstar Sales Pros</td>
<td>251</td>
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<td>Author</td>
<td>Book Title</td>
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<td>Haag</td>
<td>Information Systems Essentials, 3e</td>
<td>182</td>
</tr>
<tr>
<td>Haag</td>
<td>Management Information Systems For the Information Age, 7e</td>
<td>185</td>
</tr>
<tr>
<td>Hair</td>
<td>Essentials of Marketing Research</td>
<td>212</td>
</tr>
<tr>
<td>Hair</td>
<td>Marketing Research, 2e [Aust]</td>
<td>213</td>
</tr>
<tr>
<td>Hair</td>
<td>Marketing Research, 4e [UK]</td>
<td>211</td>
</tr>
<tr>
<td>Hair</td>
<td>Marketing Research, 4e</td>
<td>211</td>
</tr>
<tr>
<td>Hall</td>
<td>New Human Capital Strategy (The)</td>
<td>151</td>
</tr>
<tr>
<td>Hamel</td>
<td>Future of Management (The)</td>
<td>156</td>
</tr>
<tr>
<td>Hamm</td>
<td>Bangalore Tiger</td>
<td>164</td>
</tr>
<tr>
<td>Harris</td>
<td>Ben Bernanke's Fed</td>
<td>153</td>
</tr>
<tr>
<td>Harrison</td>
<td>Technology Management: Text and International Cases</td>
<td>146</td>
</tr>
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<td>Hartman</td>
<td>Business Ethics: Decision-Making for Personal Integrity and Social Responsibility</td>
<td>116</td>
</tr>
<tr>
<td>Hartman</td>
<td>Perspectives in Business Ethics, 3e</td>
<td>117</td>
</tr>
<tr>
<td>Harwood</td>
<td>Relationship Marketing [UK]</td>
<td>245</td>
</tr>
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<td>Hattersley</td>
<td>Management Communication: Principles and Practice, 3e</td>
<td>16</td>
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<tr>
<td>Havaldar</td>
<td>Industrial Marketing, 2e [India]</td>
<td>233</td>
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<td>Havaldar</td>
<td>Sales and Distribution Management [India]</td>
<td>231</td>
</tr>
<tr>
<td>Hawkins</td>
<td>Consumer Behavior, 11e</td>
<td>214</td>
</tr>
<tr>
<td>Hawkins</td>
<td>Consumer Behavior: Building Marketing Strategy, 10e</td>
<td>215</td>
</tr>
<tr>
<td>HBSP</td>
<td>Leading by Example</td>
<td>148</td>
</tr>
<tr>
<td>HBSP</td>
<td>Lessons Learned: Managing Change</td>
<td>156</td>
</tr>
<tr>
<td>HBSP</td>
<td>Manager’s Toolkit</td>
<td>157</td>
</tr>
<tr>
<td>Henderson</td>
<td>Human Resource Management for MBA Students [UK]</td>
<td>87</td>
</tr>
<tr>
<td>Heneman III</td>
<td>Staffing Organizations, 6e</td>
<td>96</td>
</tr>
<tr>
<td>Herbold</td>
<td>Seduced by Success: How the Best Companies Survive the 9 Traps of Winning</td>
<td>157</td>
</tr>
<tr>
<td>Herman</td>
<td>Wargaming for Leaders: Strategic Decision Making from the Battlefield to the Boardroom</td>
<td>123</td>
</tr>
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<td>Heskett</td>
<td>Ownership Quotient</td>
<td>153</td>
</tr>
<tr>
<td>Hexter</td>
<td>Operation China</td>
<td>163</td>
</tr>
<tr>
<td>Hill</td>
<td>Global Business Today [Aust]</td>
<td>105</td>
</tr>
<tr>
<td>Hill</td>
<td>Global Business Today, 6e</td>
<td>102</td>
</tr>
<tr>
<td>Hill</td>
<td>International Business, 7e</td>
<td>103</td>
</tr>
<tr>
<td>Hill</td>
<td>Principles of Management</td>
<td>62</td>
</tr>
<tr>
<td>Hisrich</td>
<td>Entrepreneurship, 7e</td>
<td>130</td>
</tr>
<tr>
<td>Homburg</td>
<td>Marketing Management [UK]</td>
<td>218</td>
</tr>
<tr>
<td>Hosmer</td>
<td>Ethics of Management, 6e (The)</td>
<td>116</td>
</tr>
<tr>
<td>Huff</td>
<td>Cases in Electronic Commerce, 2e</td>
<td>45</td>
</tr>
<tr>
<td>Hughes</td>
<td>Change Management: A Critical Perspective [UK CIPD]</td>
<td>119</td>
</tr>
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<td>Author</td>
<td>Title</td>
<td>Page</td>
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<td>Hughes</td>
<td>Leadership: Enhancing the Lessons of Experience, 6e</td>
<td>120</td>
</tr>
<tr>
<td>Hughes</td>
<td>Software Project Management, 5e [UK]</td>
<td>192</td>
</tr>
<tr>
<td>Hynson</td>
<td>Think Better: An Innovator’s Guide to Productive Thinking</td>
<td>154</td>
</tr>
<tr>
<td>Hynes</td>
<td>Managerial Communication: Strategies and Applications, 4e</td>
<td>16</td>
</tr>
<tr>
<td>Imai</td>
<td>Gemba Kaizen: A Commonsense, Low-Cost Approach to Management</td>
<td>147</td>
</tr>
<tr>
<td>Imai</td>
<td>Kaizen: The Key to Japan’s Competitive Success</td>
<td>148</td>
</tr>
<tr>
<td>Inamori</td>
<td>Passion for Success (A) [Asian]</td>
<td>158</td>
</tr>
<tr>
<td>Ivancevich</td>
<td>Human Resource Management in Asia [Asian]</td>
<td>93</td>
</tr>
<tr>
<td>Ivancevich</td>
<td>Human Resource Management, 10e</td>
<td>90</td>
</tr>
<tr>
<td>Ivancevich</td>
<td>Human Resource Management, 11e</td>
<td>83</td>
</tr>
<tr>
<td>Ivancevich</td>
<td>Organizational Behavior and Management, 8e</td>
<td>74, 79</td>
</tr>
<tr>
<td>Iyer</td>
<td>Toyota's Supply Chain Management: A Strategic Approach to Toyota's Renowned System</td>
<td>152</td>
</tr>
<tr>
<td>Jacobs</td>
<td>Why ERP? A Primer on SAP Implementation</td>
<td>196</td>
</tr>
<tr>
<td>Jacot</td>
<td>JD Edwards Enterprise One: The Complete Reference</td>
<td>196</td>
</tr>
<tr>
<td>Jawadekar</td>
<td>Management Information Systems, 3e [India]</td>
<td>185</td>
</tr>
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<td>Jick</td>
<td>Managing Change: Text and Cases, 2e</td>
<td>119</td>
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<td>Jobber</td>
<td>Foundations of Marketing, 3e [UK]</td>
<td>204</td>
</tr>
<tr>
<td>Jobber</td>
<td>Principles and Practice of Marketing, 5e [UK]</td>
<td>209</td>
</tr>
<tr>
<td>Johannson</td>
<td>Global Marketing: Foreign Entry, Local Marketing and Global Management, 5e</td>
<td>238</td>
</tr>
<tr>
<td>Johnston</td>
<td>Churchill/Ford/Walker’s Sales Force Management, 9e</td>
<td>230</td>
</tr>
<tr>
<td>Johnston</td>
<td>Relationship Selling, 3e</td>
<td>227</td>
</tr>
<tr>
<td>Jones</td>
<td>Contemporary Management, 6e</td>
<td>58</td>
</tr>
<tr>
<td>Jones</td>
<td>Essentials of Contemporary Management, 3e</td>
<td>59</td>
</tr>
<tr>
<td>Jones</td>
<td>Introduction to Business</td>
<td>171</td>
</tr>
<tr>
<td>Jonsson</td>
<td>Logistics &amp; Supply Chain Management [UK]</td>
<td>47</td>
</tr>
<tr>
<td>Kaplan</td>
<td>Execution Premium: Linking Strategy to Operations for Competitive Advantage</td>
<td>160</td>
</tr>
<tr>
<td>Kaplan</td>
<td>Time-Driven Activity-Based Costing</td>
<td>159</td>
</tr>
<tr>
<td>Kase</td>
<td>Confident Leader: How the Most Successful People Go From Effective to Exceptional</td>
<td>150</td>
</tr>
<tr>
<td>Katsh</td>
<td>Clashing Views on Legal Issues, 13e</td>
<td>31</td>
</tr>
<tr>
<td>Katz</td>
<td>Entrepreneurial Small Business, 2e</td>
<td>126</td>
</tr>
<tr>
<td>Katz</td>
<td>Introduction to Collective Bargaining and Industrial Relations, 4e</td>
<td>99</td>
</tr>
<tr>
<td>Kaye</td>
<td>Love ‘Em or Lose ‘Em: Getting Good People to Stay, 4e</td>
<td>151</td>
</tr>
<tr>
<td>Kerin</td>
<td>Marketing [Aust]</td>
<td>208</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
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<td>----------------------------------------------------------------------</td>
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<td>Kerin</td>
<td>Marketing, 9e</td>
<td>204</td>
</tr>
<tr>
<td>Kerin</td>
<td>Marketing: Core, 3e</td>
<td>205</td>
</tr>
<tr>
<td>Kerin</td>
<td>Marketing with Asia [Asian]</td>
<td>205</td>
</tr>
<tr>
<td>Ketchen</td>
<td>Strategy 2008-2009</td>
<td>134</td>
</tr>
<tr>
<td>Kew</td>
<td>Business Environment, 2e [UK CIPD]</td>
<td>142</td>
</tr>
<tr>
<td>Kinicki</td>
<td>Management, 4e</td>
<td>60</td>
</tr>
<tr>
<td>Kinicki</td>
<td>Organizational Behavior: Core Concepts</td>
<td>75</td>
</tr>
<tr>
<td>Kinicki</td>
<td>Organizational Behavior: Key Concepts, Skills &amp; Best Practices, 4e</td>
<td>72</td>
</tr>
<tr>
<td>Koneru</td>
<td>Professional Communication [India]</td>
<td>20</td>
</tr>
<tr>
<td>Konopaske</td>
<td>Global Management and Organizational Behavior</td>
<td>79</td>
</tr>
<tr>
<td>Koontz</td>
<td>Essentials of Management: An International Perspective, 7e [India]</td>
<td>65</td>
</tr>
<tr>
<td>Kotter</td>
<td>Sense of Urgency (A)</td>
<td>154</td>
</tr>
<tr>
<td>Kreitner</td>
<td>Organizational Behavior, 8e</td>
<td>75</td>
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<td>Kubasek</td>
<td>Dynamic Business Law</td>
<td>29</td>
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<td>Dynamic Business Law: The Essentials</td>
<td>27</td>
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<td>2011: Trendspotting For the Next Decade</td>
<td>248</td>
</tr>
<tr>
<td>Lal</td>
<td>Marketing Management: Text and Cases</td>
<td>220</td>
</tr>
<tr>
<td>Lam</td>
<td>China Now: Doing Business In the World’s Most Dynamic Market</td>
<td>165</td>
</tr>
<tr>
<td>Lambert</td>
<td>Fundamentals of Logistics Management</td>
<td>235</td>
</tr>
<tr>
<td>Lamberton</td>
<td>Human Relations, 4e</td>
<td>80</td>
</tr>
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<td>Lane</td>
<td>Jacked Up: The Inside Story of How Jack Welch Talked GE into Becoming</td>
<td>124</td>
</tr>
<tr>
<td>Langford</td>
<td>Principles of Logistics, 2e</td>
<td>235</td>
</tr>
<tr>
<td>Lapid-Bogda</td>
<td>What Type of Leader are You?</td>
<td>148</td>
</tr>
<tr>
<td>Larson</td>
<td>Delivering Business Intelligence with Microsoft SQL Server (TM), 2e</td>
<td>187</td>
</tr>
<tr>
<td>Lattimore</td>
<td>Public Relations: The Profession and the Practice, 3e</td>
<td>244</td>
</tr>
<tr>
<td>Lau</td>
<td>Business Marketing in Asia [Asian]</td>
<td>232</td>
</tr>
<tr>
<td>Lawrence</td>
<td>Business and Society: Corporate Strategy, Public Policy and Ethics, 12e</td>
<td>113</td>
</tr>
<tr>
<td>Leanne</td>
<td>Say It Like Obama: The Power of Speaking with Purpose and Vision</td>
<td>22</td>
</tr>
<tr>
<td>Leenders</td>
<td>Purchasing and Supply Management, 13e</td>
<td>49</td>
</tr>
<tr>
<td>Lehmann</td>
<td>Analysis for Marketing Planning, 7e</td>
<td>242</td>
</tr>
<tr>
<td>Lehmann</td>
<td>Product Management, 4e</td>
<td>233</td>
</tr>
<tr>
<td>Lesikar</td>
<td>Basic Business Communications, 11e</td>
<td>12</td>
</tr>
<tr>
<td>Levy</td>
<td>Retailing Management, 7e</td>
<td>236</td>
</tr>
<tr>
<td>Lewicki</td>
<td>Essentials of Negotiation, 4e</td>
<td>124</td>
</tr>
<tr>
<td>Lewicki</td>
<td>Negotiation, 5e</td>
<td>125</td>
</tr>
<tr>
<td>Lewicki</td>
<td>Negotiation, 6e</td>
<td>124</td>
</tr>
<tr>
<td>Lewicki</td>
<td>Negotiation: Readings, Exercises and Cases, 5e</td>
<td>124</td>
</tr>
<tr>
<td>Li</td>
<td>Groundswell</td>
<td>147</td>
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<td>Liker</td>
<td>Toyota Culture: The Heart and Soul of the Toyota Way</td>
<td>154</td>
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<td>Author</td>
<td>Title</td>
<td>Page</td>
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<td>Liker</td>
<td>Toyota Talent</td>
<td>151</td>
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<td>Locker</td>
<td>Business and Administrative Communication, 8e</td>
<td>12</td>
</tr>
<tr>
<td>Locker</td>
<td>Business Communication: Building Critical Skills, 4e</td>
<td>11</td>
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<tr>
<td>Lucas</td>
<td>Customer Service Skills For Success, 4e</td>
<td>176</td>
</tr>
<tr>
<td>Lussier</td>
<td>Human Relations in Organizations: Applications and Skill Building, 7e</td>
<td>81</td>
</tr>
<tr>
<td>Luthans</td>
<td>International Management: Culture, Strategy, and Behavior, 7e</td>
<td>108</td>
</tr>
<tr>
<td>Luthans</td>
<td>Organizational Behavior, 11e</td>
<td>76</td>
</tr>
<tr>
<td>Maccoby</td>
<td>Leaders We Need: And What Make Us Follow</td>
<td>149</td>
</tr>
<tr>
<td>Macky</td>
<td>Managing Human Resources: Contemporary Perspectives in New Zealand [Aust]</td>
<td>87</td>
</tr>
<tr>
<td>Maidment</td>
<td>Annual Editions: Human Resources 08/09, 17e</td>
<td>94</td>
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<td>Annual Editions: Human Resources 09/10, 18e</td>
<td>94</td>
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<td>Maidment</td>
<td>Annual Editions: International Business, 15e</td>
<td>106</td>
</tr>
<tr>
<td>Maidment</td>
<td>Annual Editions: Management, 15e</td>
<td>66</td>
</tr>
<tr>
<td>Maimunah-Aminuddin</td>
<td>Malaysian Industrial Relations and Employment, 6e</td>
<td>100</td>
</tr>
<tr>
<td>Makower</td>
<td>Strategies for the Green Economy: Opportunities and Challenges in the New World of Business</td>
<td>143</td>
</tr>
<tr>
<td>Mallach</td>
<td>Decision Support and Data Warehouse Systems</td>
<td>191</td>
</tr>
<tr>
<td>Mallor</td>
<td>Business Law: The Ethical, Global and E-Commerce Environment, 13e</td>
<td>32</td>
</tr>
<tr>
<td>Mallor</td>
<td>Business Law: The Ethical, Global and E-Commerce Environment, 14e</td>
<td>27</td>
</tr>
<tr>
<td>Manning</td>
<td>Art of Leadership, 3e (The)</td>
<td>121</td>
</tr>
<tr>
<td>Mannino</td>
<td>Database Design, Application Development and Administration, 3e</td>
<td>186</td>
</tr>
<tr>
<td>Marakas</td>
<td>Systems Analysis and Design: An Active Approach</td>
<td>189</td>
</tr>
<tr>
<td>Marchington</td>
<td>Human Resource Management at Work, 4e [UK CIPD]</td>
<td>88</td>
</tr>
<tr>
<td>Marcus</td>
<td>Management Strategy: Achieving Sustained Competitive Advantage</td>
<td>139</td>
</tr>
<tr>
<td>Marquard</td>
<td>Wal-Smart: What It Really Takes to Profit In a Wal-Mart World</td>
<td>163</td>
</tr>
<tr>
<td>Marshall</td>
<td>Marketing Management</td>
<td>216</td>
</tr>
<tr>
<td>Martocchio</td>
<td>Employee Benefits, 3e</td>
<td>143</td>
</tr>
<tr>
<td>Mason</td>
<td>Marketing Game!, 3e</td>
<td>211</td>
</tr>
<tr>
<td>McAdams</td>
<td>Law, Business and Society, 9e</td>
<td>33</td>
</tr>
<tr>
<td>McGraw-Hill/Irwin</td>
<td>Manager’s Hot Seat Online Access Card, 2e</td>
<td>19, 67, 78, 95</td>
</tr>
<tr>
<td>McShane</td>
<td>Organizational Behavior on the Pacific Rim, 2e [Aust]</td>
<td>77</td>
</tr>
<tr>
<td>McShane</td>
<td>Organizational Behavior, 4e</td>
<td>76</td>
</tr>
<tr>
<td>McShane</td>
<td>Organizational Behavior, 5e</td>
<td>70</td>
</tr>
<tr>
<td>McShane</td>
<td>Organizational Behavior: Essentials, 2e</td>
<td>73</td>
</tr>
<tr>
<td>Meyer</td>
<td>Contemporary Management, European Edition [UK]</td>
<td>64</td>
</tr>
<tr>
<td>Michelli</td>
<td>New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company (The)</td>
<td>253</td>
</tr>
<tr>
<td>Michelli</td>
<td>Starbucks Experience: 5 Principles of Turning Ordinary into Extraordinary (The)</td>
<td>163</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>-------------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Milkovich</td>
<td>Compensation, 9e</td>
<td>97</td>
</tr>
<tr>
<td>Miller</td>
<td>Data Communications and Networks</td>
<td>190</td>
</tr>
<tr>
<td>Mintzer</td>
<td>101 Ways to Turn Your Business Green: The Business Guide to Eco-Friendly Profits</td>
<td>143</td>
</tr>
<tr>
<td>Mohammed</td>
<td>Internet Marketing: Building Advantage in a Networked Economy, 2e</td>
<td>43, 243</td>
</tr>
<tr>
<td>Morgan</td>
<td>Application Cases in Management Information Systems, 5e</td>
<td>186</td>
</tr>
<tr>
<td>Morgan</td>
<td>Executing Your Strategy</td>
<td>163</td>
</tr>
<tr>
<td>Moyer</td>
<td>McGraw-Hill's Conquering The GMAT Math</td>
<td>152</td>
</tr>
<tr>
<td>Muller-Camen</td>
<td>Human Resource Management: A Case Study Approach [UK CIPD]</td>
<td>88</td>
</tr>
<tr>
<td>Mullins</td>
<td>Marketing Management: A Strategic Decision-Making Approach, 7e</td>
<td>217</td>
</tr>
<tr>
<td>Munro</td>
<td>Roundtable Viewpoints: Organizational Leadership</td>
<td>122</td>
</tr>
<tr>
<td>Nadeau</td>
<td>Living Brands: Collaboration+Innovation+Customer Fascination</td>
<td>252</td>
</tr>
<tr>
<td>Nargundkar</td>
<td>Marketing Research: Text and Cases, 3e [India]</td>
<td>212</td>
</tr>
<tr>
<td>Nargundkar</td>
<td>Services Marketing, 2e [India]</td>
<td>241</td>
</tr>
<tr>
<td>Natarajan</td>
<td>Knowledge Management [India]</td>
<td>45, 166</td>
</tr>
<tr>
<td>Nelson</td>
<td>Import/Export: How to take your Business Across Borders, 4e</td>
<td>105, 234</td>
</tr>
<tr>
<td>Nentl</td>
<td>SIMCRM: Student CD and Manual</td>
<td>246</td>
</tr>
<tr>
<td>Newman</td>
<td>My Secret Life on the McJob: Lessons from Behind the Counter Guaranteed to Supersize any Management Style</td>
<td>159</td>
</tr>
<tr>
<td>Newstrom</td>
<td>Organizational Behavior: Human Behavior at Work, 12e</td>
<td>77</td>
</tr>
<tr>
<td>Newton</td>
<td>Taking Sides: Clashing Views in Business Ethics and Society, 10e</td>
<td>116</td>
</tr>
<tr>
<td>Nickels</td>
<td>Understanding Business, 8e</td>
<td>171</td>
</tr>
<tr>
<td>Noe</td>
<td>Employee Training and Development, 4e</td>
<td>98</td>
</tr>
<tr>
<td>Noe</td>
<td>Fundamentals of Human Resource Management, 3e</td>
<td>84</td>
</tr>
<tr>
<td>Noe</td>
<td>Human Resource Management, 6e</td>
<td>89</td>
</tr>
<tr>
<td>O'Brien</td>
<td>Introduction to Information Systems, 14e</td>
<td>182</td>
</tr>
<tr>
<td>O'Brien</td>
<td>Management Information Systems, 9e</td>
<td>184</td>
</tr>
<tr>
<td>Ober</td>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Word 2007 Update, Lessons 1-60, 10e</td>
<td>175</td>
</tr>
<tr>
<td>Ober</td>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Word 2007 Update, Lessons 1-120, 10e</td>
<td>175</td>
</tr>
<tr>
<td>Ober</td>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Word 2007, Lessons 61-120, 10e</td>
<td>176</td>
</tr>
<tr>
<td>Odgers</td>
<td>Exploring Strategic Analysis and Decision Making [Aust]</td>
<td>140</td>
</tr>
<tr>
<td>Olson</td>
<td>Introduction to Business Data Mining</td>
<td>196</td>
</tr>
<tr>
<td>Olson</td>
<td>Introduction to Information Systems Project Management, 2e</td>
<td>192</td>
</tr>
<tr>
<td>Olson</td>
<td>Managerial Issues of Enterprise Resource Planning Systems</td>
<td>195</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Edition</td>
</tr>
<tr>
<td>--------</td>
<td>-------</td>
<td>---------</td>
</tr>
<tr>
<td>Palmer</td>
<td>Business Environment, 6e (The)</td>
<td>[UK]</td>
</tr>
<tr>
<td>Palmer</td>
<td>Managing Organizational Change: A Multiple Perspectives Approach, 2e</td>
<td></td>
</tr>
<tr>
<td>Palmer</td>
<td>Principles of Services Marketing, 5e</td>
<td>[UK]</td>
</tr>
<tr>
<td>Pathak</td>
<td>Legal Aspects of Business, 3e</td>
<td>[India]</td>
</tr>
<tr>
<td>Paul</td>
<td>International Marketing</td>
<td>[India]</td>
</tr>
<tr>
<td>Pearce</td>
<td>Formulation, Implementation and Control of Competitive Strategy, 11e</td>
<td></td>
</tr>
<tr>
<td>Pearce</td>
<td>Strategic Management, 11e</td>
<td></td>
</tr>
<tr>
<td>Pedler</td>
<td>Manager’s Guide to Self-Development, 5e</td>
<td>(A)</td>
</tr>
<tr>
<td>Perreault</td>
<td>Basic Marketing, 17e</td>
<td></td>
</tr>
<tr>
<td>Perreault</td>
<td>Essentials of Marketing, 11e</td>
<td></td>
</tr>
<tr>
<td>Peter</td>
<td>Consumer Behavior, 8e</td>
<td></td>
</tr>
<tr>
<td>Peter</td>
<td>Marketing Management, 9e</td>
<td></td>
</tr>
<tr>
<td>Peter</td>
<td>Preface to Marketing Management, 11e</td>
<td></td>
</tr>
<tr>
<td>Pfeffer</td>
<td>What Were They Thinking?</td>
<td></td>
</tr>
<tr>
<td>Phatak</td>
<td>International Management: Managing in a Diverse and Dynamic Global Environment, 2e</td>
<td></td>
</tr>
<tr>
<td>Pierce</td>
<td>Leaders and the Leadership Process, 5e</td>
<td></td>
</tr>
<tr>
<td>Pierce</td>
<td>McGraw-Hill’s Conquering the GMAT Verbal and Writing</td>
<td></td>
</tr>
<tr>
<td>Poe</td>
<td>McGraw-Hill Handbook of More Business Letters, 3e (The)</td>
<td></td>
</tr>
<tr>
<td>Poe</td>
<td>McGraw-Hill Handbook of More Business Letters, 4e (The)</td>
<td></td>
</tr>
<tr>
<td>Porrini</td>
<td>Above the Board: How Ethical CEOs Create Honest Corporation</td>
<td></td>
</tr>
<tr>
<td>Porter</td>
<td>On Competition, Updated Edition</td>
<td></td>
</tr>
<tr>
<td>Post</td>
<td>Database Management Systems: Designing and Building Business Applications, 3e</td>
<td></td>
</tr>
<tr>
<td>Post</td>
<td>Global Brand Integrity Management</td>
<td></td>
</tr>
<tr>
<td>Post</td>
<td>Management Information Systems, 4e</td>
<td></td>
</tr>
<tr>
<td>Pradhan</td>
<td>Retailing Management, 2e</td>
<td>[India]</td>
</tr>
<tr>
<td>Prahalad</td>
<td>New Age of Innovation: Driving Cocreated Value through Global Networks (The)</td>
<td></td>
</tr>
<tr>
<td>Preece</td>
<td>Oracle SQL and Introductory PL/SQL</td>
<td></td>
</tr>
<tr>
<td>Putti</td>
<td>Essentials of Management: An Asian Perspective</td>
<td>[Asian]</td>
</tr>
<tr>
<td>Quester</td>
<td>Consumer Behavior: Implications for Marketing Strategy, 5e</td>
<td>[Aust]</td>
</tr>
<tr>
<td>Quester</td>
<td>Marketing: Creating and Delivering Value, 5e</td>
<td>[Aust]</td>
</tr>
</tbody>
</table>
## AUTHOR INDEX

**R**

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ramos</td>
<td>Search Engine Marketing</td>
<td>243</td>
</tr>
<tr>
<td>Rayport</td>
<td>E-Commerce</td>
<td>45</td>
</tr>
<tr>
<td>Rayport</td>
<td>Introduction to E-Commerce, 2e</td>
<td>41, 44</td>
</tr>
<tr>
<td>Reding</td>
<td>Building an E-Business: From the Ground Up</td>
<td>44</td>
</tr>
<tr>
<td>Reed</td>
<td>Legal and Regulatory Environment of Business, 14e (The)</td>
<td>34</td>
</tr>
<tr>
<td>Reed</td>
<td>Legal and Regulatory Environment of Business, 15e (The)</td>
<td>33</td>
</tr>
<tr>
<td>Rehman</td>
<td>Dubai &amp; Co: Global Strategies for Doing Business in the Gulf States</td>
<td>111</td>
</tr>
<tr>
<td>Richardson</td>
<td>Annual Editions: Business Ethics 09/10, 21e</td>
<td>113</td>
</tr>
<tr>
<td>Richardson</td>
<td>Annual Editions: Marketing 09/10, 32e</td>
<td>210</td>
</tr>
<tr>
<td>Richardson</td>
<td>Internet Marketing: Readings and Online Resources</td>
<td>43, 243</td>
</tr>
<tr>
<td>Richardson</td>
<td>Perfect Selling</td>
<td>249</td>
</tr>
<tr>
<td>Rix</td>
<td>Marketing: A Practical Approach, 6e [Aust]</td>
<td>209</td>
</tr>
<tr>
<td>Rob</td>
<td>Databases: Design, Development and Deployment Using Microsoft Access, 2e</td>
<td>187</td>
</tr>
<tr>
<td>Roberts</td>
<td>New Business Ventures and the Entrepreneur, 6e</td>
<td>130</td>
</tr>
<tr>
<td>Robertson</td>
<td>Roundtable Viewpoints: International Business</td>
<td>106</td>
</tr>
<tr>
<td>Robinson</td>
<td>Human Resource Management in Organizations [UK CIPD]</td>
<td>93</td>
</tr>
<tr>
<td>Rollinson</td>
<td>Understanding Employment Relations [UK]</td>
<td>91, 100</td>
</tr>
<tr>
<td>Rothschild</td>
<td>Secret to GE’s Success (The)</td>
<td>149</td>
</tr>
<tr>
<td>Routledge</td>
<td>Personal Development and Management Skills [UK]</td>
<td>117</td>
</tr>
<tr>
<td>Rue</td>
<td>Management, 13e</td>
<td>61</td>
</tr>
<tr>
<td>Rue</td>
<td>Supervision: Key Link to Productivity, 9e</td>
<td>68</td>
</tr>
</tbody>
</table>

**S**

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabin</td>
<td>Gregg Reference Manual: Online Version, 10e (The)</td>
<td>18</td>
</tr>
<tr>
<td>Saiyadain</td>
<td>Human Resource Management, 4e [India]</td>
<td>89</td>
</tr>
<tr>
<td>Satterwhite</td>
<td>Business Communication at Work, 3e</td>
<td>14</td>
</tr>
<tr>
<td>Schach</td>
<td>Introduction to Object-Oriented Analysis and Design</td>
<td>189</td>
</tr>
<tr>
<td>Schilling</td>
<td>Strategic Management of Technological Innovation, 2e</td>
<td>145</td>
</tr>
<tr>
<td>Schmitt</td>
<td>Big Think Strategy</td>
<td>164</td>
</tr>
<tr>
<td>Schultz</td>
<td>Business Scenarios: A Context-Based Approach to Business Communication</td>
<td>20</td>
</tr>
<tr>
<td>Shani</td>
<td>Behavior in Organizations, 9e</td>
<td>74</td>
</tr>
<tr>
<td>Shapiro</td>
<td>SQL Server 2005: The Complete Reference, 2e</td>
<td>197</td>
</tr>
<tr>
<td>Sharma</td>
<td>Change Management [India]</td>
<td>119</td>
</tr>
<tr>
<td>Simchi-Levi</td>
<td>Designing and Managing the Supply Chain, 3e</td>
<td>47</td>
</tr>
<tr>
<td>Simmonds</td>
<td>Exploring Human Resource Management [UK]</td>
<td>91</td>
</tr>
<tr>
<td>Sinclair</td>
<td>EBay the Smart Way, 5e</td>
<td>50</td>
</tr>
<tr>
<td>Smith</td>
<td>Fundamentals of Management [UK]</td>
<td>65</td>
</tr>
<tr>
<td>Spear</td>
<td>Chasing the Rabbit: How Market Leaders Outdistance the Competition and How Great Companies Can Catch Up and Win, Foreword by Clay Christensen</td>
<td>160</td>
</tr>
<tr>
<td>Spiro</td>
<td>Management of a Sales Force, 12e</td>
<td>230</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>-------------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Steiner</td>
<td>Business, Government and Society: A Managerial Perspective, 12e</td>
<td>111</td>
</tr>
<tr>
<td>Steingart</td>
<td>War for Wealth: The True Story of Globalization, or Why the Flat World is Broken (The)</td>
<td>147</td>
</tr>
<tr>
<td>Stock</td>
<td>Strategic Logistics Management, 4e</td>
<td>235</td>
</tr>
<tr>
<td>Stone</td>
<td>Successful Direct Marketing Methods, 8e</td>
<td>242</td>
</tr>
<tr>
<td>Storbacka</td>
<td>Customer Relationship Management: Creating Competitive Advantage Through Win-Win Relationship Strategies [Asian]</td>
<td>50</td>
</tr>
<tr>
<td>Strategy &amp; Business</td>
<td>Future of Marketing (The)</td>
<td>249</td>
</tr>
<tr>
<td>Swanson</td>
<td>Foundations of Human Resource Development, 2e</td>
<td>150</td>
</tr>
<tr>
<td>Sweeney</td>
<td>Organizational Behavior: Solutions for Management</td>
<td>77</td>
</tr>
<tr>
<td>Tabrizi</td>
<td>Rapid Transformation</td>
<td>160</td>
</tr>
<tr>
<td>Tan</td>
<td>Organizational Behavior in Asia: Issues and Challenges [Asian]</td>
<td>78</td>
</tr>
<tr>
<td>Tan</td>
<td>Strategies for Cross-Cultural Negotiation [Asian]</td>
<td>125</td>
</tr>
<tr>
<td>Tapscott</td>
<td>Grown Up Digital: How the Net Generation is Changing Your World</td>
<td>146</td>
</tr>
<tr>
<td>Taylor</td>
<td>People Resourcing, 4e [UK CIPD]</td>
<td>97</td>
</tr>
<tr>
<td>Thompson</td>
<td>Business Strategy Game Online</td>
<td>141</td>
</tr>
<tr>
<td>Thompson</td>
<td>Crafting and Executing Strategy: Text and Readings, 17e</td>
<td>132</td>
</tr>
<tr>
<td>Thompson</td>
<td>Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, 17e</td>
<td>131</td>
</tr>
<tr>
<td>Thompson</td>
<td>Glo-Bus: An Online Business Simulation</td>
<td>141</td>
</tr>
<tr>
<td>Thompson</td>
<td>Information Technology and Management, 2e</td>
<td>186</td>
</tr>
<tr>
<td>Thompson</td>
<td>Strategy: Core Concepts, Analytical Tools, Readings, 2e</td>
<td>138</td>
</tr>
<tr>
<td>Timmons</td>
<td>New Venture Creation: Entrepreneurship for the 21st Century, 8e</td>
<td>129</td>
</tr>
<tr>
<td>Tripathi</td>
<td>Principles of Management, 4e [India]</td>
<td>62</td>
</tr>
<tr>
<td>Trout</td>
<td>New Positioning: The Battle for Your Mind Escalates (The)</td>
<td>219</td>
</tr>
<tr>
<td>Truelove</td>
<td>Training in Practice [UK CIPD]</td>
<td>98</td>
</tr>
<tr>
<td>Twomey</td>
<td>Employment Law: Going Beyond Compliance to Engagement and Empowerment</td>
<td>36</td>
</tr>
<tr>
<td>Ulrich</td>
<td>Product Design and Development, 4e</td>
<td>234</td>
</tr>
<tr>
<td>Vanhonacker</td>
<td>China Casebook (The) [Asian]</td>
<td>108, 223</td>
</tr>
<tr>
<td>Varner</td>
<td>Intercultural Communication in the Global Marketplace, 4e</td>
<td>17</td>
</tr>
<tr>
<td>Vejlgaard</td>
<td>Anatomy of a Trend</td>
<td>249</td>
</tr>
<tr>
<td>Vietor</td>
<td>How Countries Compete</td>
<td>164</td>
</tr>
</tbody>
</table>
## AUTHOR INDEX

<table>
<thead>
<tr>
<th>Author</th>
<th>Book Title and Edition</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waddell</td>
<td>Contemporary Management [Aust]</td>
<td>65, 80</td>
</tr>
<tr>
<td>Waddock</td>
<td>Leading Corporate Citizens: Vision, Values, Value Added, 3e</td>
<td>112, 121</td>
</tr>
<tr>
<td>Waldensee</td>
<td>Strategic Analysis: A Guide to Practice [Aust]</td>
<td>140</td>
</tr>
<tr>
<td>Walker</td>
<td>Human Resource Strategy</td>
<td>96</td>
</tr>
<tr>
<td>Walker</td>
<td>Marketing Strategy: A Decision Focused Approach, 6e</td>
<td>220</td>
</tr>
<tr>
<td>Walker</td>
<td>Marketing Strategy: A Decision-Focused Approach [Aust]</td>
<td>221</td>
</tr>
<tr>
<td>Walker</td>
<td>Modern Competitive Strategy, 3e</td>
<td>137</td>
</tr>
<tr>
<td>Waring</td>
<td>Evolving Employment Relations [Aust]</td>
<td>93</td>
</tr>
<tr>
<td>Webster</td>
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