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Introduction to Business Communication

NEW

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 Elmhorst, Central New Mexico Community College

2008 (October 2006) / 600 pages
(No Selling Rights)
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.

NEW TO THIS EDITION

- New chapter lineup: the coverage of presentational speaking offers more useful information. A separate chapter (14) now focuses exclusively on persuasive presentations, reflecting the importance of influencing others in the world of business and the professions.
- Chapter 1 now includes theories of organizational cultures and offers tips to students on cultivating personal networks.
- Chapter 4 offers an expanded explanation of how misunderstandings are grounded in the symbolic nature of language, the benefits and dangers of using specialized business terms, the nature of more- and less powerful speech, and tips for improving nonverbal effectiveness.
- Combined topics. Situational analysis and organization now are combined in a single chapter (10), so students can learn these key concepts most quickly.
- New pedagogy: On Your Feet activities in every chapter get students speaking comfortably from the very beginning of the course. These activities offer an easy-to-follow framework for organizing and presenting brief talks on a variety of interesting topics that reinforce concepts from the text.
- New Self-Assessments in every chapter give students a chance to assess how well they are applying the concepts. Assessments include inventories of personal communication networks, diagnoses of cultural intelligence, assessments of personal conflict style, and nonverbal presentation styles.
NEW TO THIS EDITION

- New co-author! Kathy Rentz of the University of Cincinnati joins the book team. Kathy comes out of the English department at her school, and her fresh perspective for the text gives a stronger foothold for courses taught in English departments. Kathy has worked on expanding the communication model and bringing in more of an English perspective to expand the focus for the text.
- GradeMax for Business Communication. Free student access with every new text! GradeMax is a new testing and remediation program that gives instructors control over their teaching and provides students customized remediation. This adaptive testing engine tests students on the core concepts in each chapter of Business Communication: Making Connections in a Digital World. As students answer each question, GradeMax alters the difficulty level of successive questions based on the students’ response. The result is a unique, detailed view of each student’s mastery of each chapter’s core concepts. Following the tests, GradeMax provides proficiency reports of each student’s comprehension. This allows instructors to adjust their teaching accordingly and also guide students on where to apply their study time. GradeMax offers topic specific review modules for students to work on areas of weakness.
- Business Communication has always been known for its new and innovative content, and the 11th Edition is no exception. The communication model has been adapted to business communication with special emphasis on business-related contexts and the communicators’ relationship. There is better coverage of general persuasion concepts, including reader benefits and persuasive appeals (logical, emotional, and character-based). The authors added internal messages to chapters Six and Seven with new sections on Operational Messages and Negative Announcements. There are expanded sections on proposals, covering different purposes, types, and strategies. There is an expanded discussion of the use of photographs and interpretation of graphics.
- Updated Technology. Technology coverage in the 11th Edition has been updated and integrated throughout—including up-to-date chapter coverage (18) with new emphasis on web-based applications, in cases that use and talk about new technologies, in tech boxes with some Office 12 screen shots, and in discussion of the new ClearType fonts (Calibri and Cambri) in various chapters and appendices. There is also updated information on using the Internet and databases for research. This edition has been revised to reflect the most current technologies associated with business communication, such as coverage of text messaging, blogs, podcasts, and web-based applications.
- Tools & Techniques Blog. Updated regularly, this blog provides a wealth of lecture and class-related materials that will help keep professors current with up-to-date tools and techniques within the field of business communications. The blog can be accessed through a URL on the teacher’s website.
- More Problems and Examples. Throughout this edition are plenty of real business problems and interactive web and video cases that not only reinforce the book material for students, but also helps them understand the practicality of what they are learning.
- Part-Openers. Each section in the book begins with part-openers which contain quotes from distinguished business leaders from recognized companies. This motivational material illustrates for students the importance of business communication skills in the real-world. All have been replaced or updated for this edition.
- Expanded content on the OLC for students. Features downloadable listening exercises for iPod and MP3 players and Bullfighter™—a software tool for minimizing jargon and maximizing readability in documents. OLC also includes sample documents, video clips demonstrating good and bad communication, and many grammar exercises and useful writing/exercise organizing templates.

BUSINESS COMMUNICATION

NEW TO THIS EDITION

- Increased real-world presence
- Presented in every chapter
- Chapter Openers
- Manager’s Hot Seat for Business Communication (now online!)
- Paired effective and ineffective communication examples
BUSINESS COMMUNICATION

In-text cross-referencing system

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B Writing Correctly
C Video Cases to Accompany Manager’s Hot Seat DVD

COMMUNICATION SKILLS FOR INTERNATIONAL STUDENTS IN BUSINESS

By Tracey Birtaug, Joanna Crossman and Sarbahi Borunda of University of South Australia

2007 (February 2007)
McGraw-Hill Australia Title
http://www.mhhe.com/au/birtaug

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. Communication Skills for International Students in Business is divided into three parts:

- Academic Communication
- Professional Communication
- Key Topics in Business

The objective of this text is to develop students’ communication skills, rather than the acquisition of discipline knowledge. Each chapter includes key learning features, including learning objectives, group and individual activities, a summary of each topic, and answers to activities and references

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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
BUSINESS COMMUNICATION AT WORK

3rd Edition
By Marilyn Satterwhite, Danville Area Community College and Judith Olson-Sutton, Mate-Truax

2007 (June 2006) / 576 pages

http://www.mhhe.com/bcw 3e

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
BUSINESS COMMUNICATION

International Edition

FOUNDATIONS OF BUSINESS COMMUNICATION
By Dona Young
2006 / 576 pages
http://www.mhhe.com/djyoung

Dona Young is a charismatic, passionate author with a strong background in teaching, curriculum development, and corporate training. Our shared vision is developing a text and package that prepares students to communicate at all levels and leads them to successful business careers. One important learning theme of the text is “Explore, Practice, Apply.” Students first learn to embrace the idea that communication consists of different skill sets and that, given the right tools, they can master these skills. Because students bring in varying levels of ability, the learning materials are diagnostic and flexible: they help students assess their strengths and weaknesses in the different skills sets and then engage them in practice exercises to develop expertise. Finally, students learn decision-making strategies that motivate them to apply their skills to real-world situations.

CONTENTS
UNIT 1: WRITING SKILLS
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

UNIT 2: PROFESSIONAL COMMUNICATION
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 UNIT 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
EXTREME RESUME MAKEOVER
The Ultimate Guide to Renovating Your Resume
By Cindy Kenkel, Northwest Missouri State University
2007 (November 2005) / 168 pages
http://www.mhhe.com/kenkel

Extreme Résumé Makeover focuses on the written communication involved in finding a job, including résumés, cover letters, and thank you notes. “Before and after” examples of real résumés are incorporated providing concrete visual examples to use as models for the final product. Each resume example indicates the errors in the initial attempt and suggested improvements. There are also sections on electronic formatting and electronic résumés, as well as lists of key words for various careers.

CONTENTS
Part One: Résumés.
Chapter 1 – Getting Started.
Chapter 2 – Résumé Worksheet.
Chapter 3 – Choosing a Format.
Chapter 4 – Before and After Résumé Examples.
Chapter 5 – Electronic Résumé Guidelines.
Part Two: Cover Letters.
Chapter 6 – Your Cover Letter: A Résumé's Introducer.
Part Three: Thank You Notes.
Chapter 7 – Creating a Personalized Thank-You Note.
Appendix A – Action Verbs.
Appendix B – Résumé Checklist

NEW TO THIS EDITION
- Particularly emphasizes the authors’ view that while electronic communications are valuable and inevitable media in the 21st century, they can’t completely substitute human contact.
- A more useful, reader friendly presentation for students who grew up in the Internet era. The majority of cases were rewritten or revised to include the option of Internet communication. Pre-Internet cases that enable discussion of fundamental communication principles were retained, which also allows the instructor a chance to ask how current technology might handle the situation.
- New coverage on the evolution and future of communication channels (CH 1); and electronic communication (CH 15).
- New Ethics in Action (CH 14) mini-case derived from Jared Diamond’s Work. It may be taught on its own or used to enrich discussion of why ethical behavior benefits individuals and organizations alike.

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
Chapter 1 – The Role of Communication in Contemporary Organizations

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
Chapter 14: Personal and Corporate Ethics / Case A: Hal of Erhardt & Company: One Audit Senior’s Dilemma / Case B: McArthur Place / Chapter 15: Electronic Communication / Case A: The E-Mail Encounter / Case B: Unifone Communications

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?

NEW TO THIS EDITION

INTERNATIONAL EDITION

MANAGERIAL COMMUNICATION
Strategies and Applications, 4th Edition
By Geraldine Hynes, Sam Houston State University

2008 (March 2007) / 384 pages
http://www.mhhe.com/hynes4e

Managerial Communication, 4/e by Hynes focuses on skills and strategies that managers need in today’s workplace. This book continues to stand out in the field for its strategic approach, solid research base, comprehensive range of topics, its even-handed examination of oral and written channels, and its focus on managerial (as opposed to entry-level) competencies. The overriding principle for the revision was to preserve the book’s key strengths while bringing it in line with the early twenty-first century workplace. The chapters have been streamlined and condensed to meet the needs of a busy contemporary manager and content was added to reflect current business practices.

NEW TO THIS EDITION

❖ Website updates for Technology and Communication. New for the 4th edition, the author handpicked a fellow managerial communication instructor to maintain update documents for Chapter 3: Technologically Mediated Communication. Updates will be posted two times per year, affording adopters the chance to keep their course up-to-date on technology changes affecting communication.

CONTENTS

Part 1 – Managing in Contemporary Organizations
Chapter 1 – The Role of Communication in Contemporary Organizations
Chapter 2 – The Managerial Communication Process
Chapter 3 – Technologically Mediated Communication
Part 2 – Managerial Writing Strategies
Chapter 4 – Contemporary Managerial Writing
Chapter 5 – Routine Messages
Chapter 6 – Management Reports and Proposals
Part 3 – Strategies for Understanding Messages
Chapter 7 – Managerial Listening
Chapter 8 – Nonverbal Communication
Chapter 9 – Intercultural Managerial Communication
Part 4 – Interpersonal Communication Strategies
Chapter 10 – Conflict Management
Chapter 11 – Managerial Negotiation
Chapter 12 – Conducting Interviews
Part 5 – Group Communication Strategies
Chapter 13 – Managing Meetings and Teams
Chapter 14 – Making Formal Presentations

INTERNATIONAL EDITION

CORPORATE COMMUNICATION
4th Edition
By Paul A Argenti, Dartmouth College
2007 (December 2005) / 264 pages

Argenti’s Corporate Communication was the first text to tackle this subject, and now in its Fourth Edition, it remains the most comprehensive book in this field. Corporate Communications describes the changes in the environment for business that have taken place over the last half-century and their implications for corporate communication. While attitudes about business have never been totally positive, they have reached an all-time low in recent years—mistrust and skepticism of corporate entities is high, as are expectations that companies will “give back” to society through philanthropy, community involvement, or environmental protection activities. By showing readers the importance of creating a coordinated corporate communication system, organizations will benefit with important strategies and tools that few companies in the world are using yet. This new edition shows what companies need to know about advanced communication strategies to stay one step ahead of the competition.

CONTENTS

5. Corporate Advertising. Exercise: Corporate Ad Samples.
10. Crisis Communications. Case: Coca-Cola India
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

THE GREGG REFERENCE MANUAL
Online Version, 10th Edition
By William A. Sabin
2008 (March 2007)
Glencoe/McGraw-Hill Title

Comprehensive and easy to use, this online version of the tenth edition of the GRM is considered the authority on style, grammar, usage, and formatting. A One-Year Subscription can be purchased at the GRM Online Web site, either as a separate item or together with a copy of the printed manual. Additionally, all the GRM Tenth-Edition Supplements are usable with the GRM Online.

NEW TO THIS EDITION
- A sleek user interface, offering side and top navigation bars, frames the content you know and love; the online version matches the printed version line for line and page for page.
- The interactive Table of Contents allows users to find the information needed quickly. Simply click on any section and a full section outline appears. Click on the item you are looking for, and you are taken directly to that page in the text.
- The Quick Guide, as seen on the inside front cover of the printed manual, allow user to quickly and easily find the most common topics. Click on the topic of your choice, and the correct page opens.
- The book index is available as a scrollable and clickable tool. The online index works exactly like the printed index; rules are shown as boldface numbers and page numbers are listed in lightface type. The index is separated alphabetically. Click on each letter to display its entries.
- A full-text search is also available. Simply click the “search” button, and a search box will pop up. Type in your query and all the results will appear in the box. Scroll through to locate the result that best matches your search needs.
- A complete User’s Guide, available for download, walks users through all of the features and functionalities.
- Subscriptions available for one-year term.
- View one or two pages at a time by clicking on the appropriate icon.
- Highlight portions of text and save them for future use.
- Take notes in different sections of text and save them for future use.
- Print the current page you are viewing.
- Zoom in or out to view the whole page or a specific item.

International Edition

BUSINESS ENGLISH
Writing in the Global Workplace
By Dona Young
2008 (April 2007) / 544 pages

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.
BUSINESS COMMUNICATION

FEATURES
- Each unit opener stresses a different type of business document: E-mail, memos, and business letters.
- The text includes Concept Checks for the students to immediately apply what they have learned.
- The Explore and Practice features further reinforce learning as a process in each chapter.
- A number of various marginal features enhance the concepts presented.
- The End of Chapter material includes a number of activities applying the concepts presented in the chapter, including review questions, speaking exercises, and a vocabulary list.
- “The Inbox” appears at the end of each chapter and provides additional exercises in writing and editing.
- At the end of the text, students have a short reference manual, the “Writer’s Reference Manual,” so that they can begin to hone their research skills on simple assignments. Each chapter includes an End-of-Chapter exercise tied to the “Writer’s Reference Manual” to give students the practice they need to become proficient using it.

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

BUSINESS COMMUNICATION

BUSINESS ENGLISH AT WORK
3rd Edition
By Susan Jaderstrom, Santa Rosa Junior College and Joanne Miller
2007 (January 2006) / 672 pages
(Student Text with Premium Online Learning Center Content Package)
Glencoe/McGraw-Hill Title
http://www.mhhe.com/bew3e

Written in a conversational tone, this text takes a totally new learning approach to relating business English to the workplace. Up-to-date topics of telecommunications, customer service, online references, electronic mail, and a host of other real-world subjects connect directly to an assortment of activities and exercises in grammar, punctuation, and writing. The activities in the text and online accommodate different student learning styles. All students regardless of their previous English background have the opportunity to be successful learning grammar in a business context.

CONTENTS
Chapter 1. Resources to improve Vocabulary, Proofreading, and Spelling. Workplace Applications: Online References.
Chapter 4. Noun Functions and Plurals. Workplace Applications: The Internet.
Chapter 8. Pronoun/Antecedent Agreement. Workplace Applications: Cultural Diversity.
Chapter 11. Subject-Verb Agreement. Workplace Applications: Teamwork.
Chapter 16. The Period and the Comma. Workplace Applications: Job Search and Career Development.
Appendix A: Spelling Review.
Appendix B: Commonly Misused or Confused Words or Phrases.
Appendix C: Frequently Misspelled Words.
Photo Credits
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International Edition
BUSINESS ENGLISH AND COMMUNICATION
8th Edition
By Clark
1994
Glencoe/McGraw-Hill Title

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COMPLIMENTARY COPIES
BUSINESS COMMUNICATION

Business Writing

International Edition

SCHAUM'S QUICK GUIDE TO GREAT BUSINESS WRITING
By Fitzgerald and Suzanne Sparks
1999 / 160 pages
*A Schaum's Publication
(International Edition is not for sale in Japan)

CONTENTS
Part I: Readable Writing.
Chapter 1 Know Your Audience.
Chapter 2 What Should Your Writing Do?
Chapter 3 The Power of Words to Express, Not Impress.
Part II: Working on.
Chapter 4 Structure and Style.
Chapter 5 Easy Formats to Guide Your Reader.
Chapter 6 The Power of Visuals, White Space, and Headings.
Chapter 7 How to Start and Stop.
Chapter 8 Brush Up on Your Grammar.
Chapter 9 Using Action Verbs.
Part III: Situational Writing.
Chapter 10 Delivering Bad News.
Chapter 11 Writing to Martians.
Chapter 12 Postscript: Do's and Don'ts-The Final Checklist.

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
*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.
BUSINESS COMMUNICATION

International Edition

EFFECTIVE WRITING
By Ted D Stoddard, R. Dermont Bell, and Devern Jay Perry, Brigham Young University
1998
(with Software Package)
[IE with 3.5” Disk]

CONTENTS
Agreement and Reference.
Tense.
Mood and Voice.
Modifiers.
Connectives Punctuation.
Each module contains the five key components: discussion, terminology, rules, self-examination, and exercises.
They can be taught in any order and are not numbered as chapters per se.

Business Communications - Special Topics

International Edition

MANAGER’S HOT SEAT ONLINE ACCESS CARD
2nd Edition
By McGraw-Hill/Irwin
2007 (June 2006)

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

Business Communications
(Professional References)

International Edition

THE MCGRAW-HILL HANDBOOK OF MORE BUSINESS LETTERS
4th Edition
By Ann Poe
2006 / 224 pages

A Professional Reference Title

The McGraw-Hill Handbook of More Business Letters 4e includes everything you need to know to write clear, concise, effective letters for any business situation. Whether you’re creating an in-house memo for your fellow co-workers or specialized correspondence for customers and clients, this all-in-one guide will show you the proper style, format, and type to use in all your professional communications. With this comprehensive resource, you can easily access hundreds of sample letters for a wide range of business applications. You can find exactly the right words for the right job and strike a perfect balance between formal and casual styles. Best of all, you can communicate with confidence—and go “write” to the top—in business and in life. LEARN HOW TO WRITE, DEVELOP, AND IMPROVE:
- Formal business letters
- Customer communications
- Company-wide memos
- Professional cover letters
- Inquiry and request letters
- Perfectly formatted faxes
- Credit and collection letters
- Confirmations and follow-ups
- Announcements and congratulations
- Service letters or complaints
- Effective e-mail
INTERNATIONAL EDITION

THE MCGRAW-HILL HANDBOOK OF MORE BUSINESS LETTERS
3rd Edition
By Ann Poe
1998 / 416 pages
(Out of Print)
A Professional Reference Title
(International Edition is not for sale in Japan)

WRITE TO THE POINT!
Letters, Memos and Reports That Get Results
By Rosemary T. Fruehling, and Neild B. Oldham
1992 / 261 pages
A Professional Reference Title
(International Edition is not for sale in Japan)

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LAW FOR BUSINESS
10th Edition
By A James Barnes, Terry M Dworkin and Eric L Richards of Indiana University-Bloomington
2009 (February 2008) / 1040 pages
(Details unavailable at press time)

CLASHING VIEWS ON LEGAL ISSUES
13th Edition
By M Ethan Katsh, University of Mass-Amherst and William Rose, Albion College
2008 (October 2007) / 432 pages
http://www.mhcls.com/text-data/catalog/0073515094.mhtml

This Thirteenth Edition of TAKING SIDES: CLASHING VIEWS ON LEGAL ISSUES 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 IN 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.

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UNIT 1 Law and Terrorism
Issue 1. Should Persons Who Are Declared to Be “Enemy Combatants” Be Able to Contest Their Detention Before a Judge?
Issue 2. Does the President Possess Constitutional Authority to Order Wiretaps on U.S. Citizens?
Issue 3. Is the Geneva Convention Irrelevant to Members of al Qaeda Who Are Held Prisoner at Guantanamo Bay?
Issue 4. Should Someone Held by the CIA and Interrogated in a Foreign Country Be Allowed to Sue the U.S. Government?
UNIT 2 Law and the Individual
Issue 5. Is It Constitutional to Ban Partial-Birth Abortions Without Providing for an Exception to Protect the Health of the Mother?
Issue 6. Are Restrictions on Physician-Assisted Suicide Constitutional?
Issue 7. Does the Sharing of Music Files Through the Internet Violate Copyright Laws?
Issue 8. Can the Police Require Individuals to Identify Themselves?
UNIT 3 Law and the State
Issue 9. Do Religious Groups Have a Right to Use Public School Facilities After Hours?
Issue 10. Does the Use of High-Technology Thermal Imaging Devices Violate the Fourth Amendment Search and Seizure Guarantee?
Issue 11. Are Laws Requiring Schools and Public Libraries to Filter Internet Access Constitutional?
Issue 12. Does the cruel and Unusual Punishment Clause of the Eighth Amendment Bar the Imposition of the Death Penalty on Juveniles?
Issue 13. Is a Sentence of Life in Prison for Stealing $150 Worth of Videotapes Constitutional?
UNIT 4 Law and the Community
Issue 15. Should the United States Require a Secure Identification System for Citizens?
Issue 16. Are Blanket Prohibitions on Cross Burnings Unconstitutional?
Issue 17. Should Same-Sex Couples Receive Constitutional Protection?
Issue 18. Should Children with Disabilities Be Provided with Extraordinary Care in Order to Attend Regular Classes in Public Schools?
Issue 19. Do Race-Conscious Programs in Public University Admissions Policies Violate the Fourteenth Amendment’s Guarantee of Equal Protection Under the Law?

BURTON’S LEGAL THESAURUS
4th Edition
By William C Burton
2007 (December 2006) / 1040 pages
A Professional Reference Title
For more than 25 years, Burton’s Legal Thesaurus has been the one-of-a-kind reference tool in a field where the precision and accuracy of language is vitally important. The latest edition of this classic resource adds 1,000 new words, terms, and expressions to the roughly 7,000 already present, including nontechnical words regularly used by attorneys.

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Appendix B Researching Singapore Law.
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12 Administrative Law and Corporate Governance.
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14 Sarbanes-Oxley and Securities Regulations.
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LEGAL ASPECTS OF BUSINESS
2nd Edition
By Akhileshwar Pathak, Indian Institute of Management-Ahmedabad
2006 (July 2006)
McGraw-Hill India Title

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1. Introduction to Law and Business
PART 1: CONTRACT LAW
2. Contract: Cases and Illustrations
3. Development of Contract Law
4. Business and Contract Law in India: Formation of Contracts
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8. Sale of Goods: Transfer of Property

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18. Development of law on Unfair Trade Practices

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22. Meeting and Company Law
23. Merger and Amalgamation

PART 6: INTELLECTUAL PROPERTY RIGHTS
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40. Information Technology and Law
41. Environment Protection Act

LAW, BUSINESS AND SOCIETY
8th Edition
By Tony McAdams, University of Northern Iowa
2007 (February 2006) / 840 pages
http://www.mhhe.com/mcadams8e

Law, Business, and Society, 8/e, by Tony McAdams, takes an interdisciplinary approach, utilizing elements of law, political economy, international business, ethics, social responsibility and management. The author produces a compelling holistic picture of these concepts by giving extensive attention to readings, provocative quotes and factual details. Students learn not merely the law but the law in context.

Contents
Unit One—Business and Society
1. Capitalism and the Role of Government
2. Business Ethics
3. The Corporation and Public Policy: Expanding Responsibilities

Unit Two—Introduction to Law
4. The American Legal System
5. Constitutional Law and the Bill of Rights
6. Contracts
7. Torts and Product Liability

Unit Three—Trade Regulation and Antitrust
8. Government Regulation of Business
9. Business Organizations and Securities Regulation
10. Antitrust Law—Monopolies and Mergers
11. Antitrust Law—Restraints of Trade

Unit Four—Employer—Employee Relations
12. Employment Law I: Employee Rights
13. Employment Law II: Discrimination

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Annexure 6: Sections on Unfair Trade Practice in the Monopolies and Restrictive Trade Practices Act
Annexure 7: Rate of Depreciation
Glossary of Legal Terms

International Business Law

International Edition

INTERNATIONAL BUSINESS LAW
By John H. Willes and John A. Willes of Queen’s University
2005 / 672 pages

CONTENTS
PART ONE – The Environment of International Business Law
Ch. 1 – The International Business Environment
Ch. 2—The Foundations of the International Environment
Ch. 3—The International Law Foundations of International Business Law
Ch. 4—Public Organizations and International Agreements
Ch. 5 – Regional Integration
PART TWO – INTERNATIONAL BUSINESS LAW TRANSACTIONS
Ch. 6 – Importing
Ch. 7 – Direct Sale of Goods Exports
Ch. 8 – Transportation & Logistics
Ch. 9 – Trade Payment and Finance
PART THREE—ALTIUS AND FORTIUS: TRANSACTIONS WITH HIGHER AND STRONGER FOREIGN MARKET COMMITMENTS
Ch. 10—International Distribution
Ch. 11—Intellectual Property and Licensing
Ch. 12—Foreign Investment
Ch. 13—International Alternative Dispute Resolution
Ch. 14—Taxation of International Business Transactions

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Complimentary COPIES
EMPLOYMENT LAW FOR BUSINESS
5th Edition
By Dawn Bennett-Alexander, University of Georgia and Laura P. Hartman, University of Wisconsin-Madison
2007 (November 2005) / 832 pages
(with PowerWeb Bind-In, Mandatory Package)
http://www.mhhe.com/emplaw5e

Bennett-Alexander and Hartman’s Employment Law for Business, 5/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.

CONTENTS

Part I: The Regulation of the Employment Relationship
Ch. 1 “The Regulation of Employment”
Ch. 2 “Title VII of the Civil Rights Act of 1964”
Ch. 3 “Legal Construction of the Employment Environment”

Part II: The Regulation of Discrimination in Employment
Introduction to Part II
Ch. 4 “Affirmative Action”
Ch. 5 “Race Discrimination”
Ch. 6 “Gender Discrimination”
Ch. 7 “Sexual Harassment”
Ch. 8 “Affinity Orientation Discrimination”
Ch. 9 “Religious Discrimination”
Ch. 10 “National Origin Discrimination”
Ch. 11 “Age Discrimination”
Ch. 12 “Disability Discrimination”

Part III: The Regulation of the Employment Environment
Ch. 13 “The Employee’s Right to Privacy and Management of Personal Information”
Ch. 14 “Labor Law”
Ch. 15 “Occupational Safety and Health”
Ch. 16 “Employee Retirement Income Security Act”
Ch. 17 “Fair Labor Standards Act”

Cyberlaw

LEGAL LANDMINES IN E-COMMERCE
International Edition
By David R. Cantor, Harrison Penna LLP and John E. Millar, The Attache Group, Inc.
2003 / 144 pages
(Out of Print)

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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: eLance.com: Preventing Disintermediation

INTERNATIONAL EDITION
CYBERLAW AND E-COMMERCE
By David Baumer and J Poindexter of North Carolina State University
2002 / 432 pages
(Out of Print)
http://www.mhhe.com/baumercyberlaw

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Chapter 1: The Legal Environment of Business in the Information Age
Chapter 2: Basic Contract Law
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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
(with PowerWeb)
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http://www.mhhe.com/rayport04

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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
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Technology / Infrastructure

ELECTRONIC COMMERCE
2nd Edition
By Bharat Bhasker, Indian Institute of Management
2005 / 552 pages
McGraw-Hill India Title

CONTENTS
1. Introduction to Electronic Commerce.
3. Electronic Data Interchange.
12. Internet Advertising.
14. Agents in Electronic Commerce
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 Kuilboer
2002 / 448 pages
(out of print)

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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

International Edition

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/afuahtucci2e

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Part I: The Internet
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Chapter 3. Competitive Landscape-Changing Properties of the Internet
Part II: Components, Linkages, Dynamics, and Evaluation of Business Models
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Case 7. Hotmail: Free email for sale Case 8 GM BuyPower
Case 9 Village
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 Marketing

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
[IE with PowerWeb]
http://www.mhhe.com/mohammed04

INTERNET BUSINESS MODELS
Text and Cases
By Thomas Eisenmann, Harvard Business School
2002 / 656 pages
(with Case CD) - Out of Print
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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
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18. Priceline Webhouse Club
19. eBricks.com
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Chapter 7: Product Liability in Tort.
Chapter 9: Intellectual Property II: Basic Copyright and Trademark Law.
Chapter 11: Business Organization: Bricks and Mortar.
Chapter 12: Cyber Companies and Internet Agreements.

Cyberpreneurship

International Edition

BUILDING AN E-BUSINESS
From the Ground Up
By Elizabeth Esmer Reding
2001 / 192 pages
(Out of Print)
http://www.mhhe.com/ebusiness
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Chapter One: Getting Started on the Web
Chapter Two: Creating a Business Plan
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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 Vazarhelyi, Rutgers University, Newark
2002
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http://www.mhhe.com/business/accounting/greenstein2e
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1. Overview of Electronic Commerce.
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6. EDI, Electronic Commerce and the Internet.
7. Risks of Insecure Systems.
11. Firewalls.
13. Intelligent Agents.
14. Web-Based Marketing
Knowledge Management

INFORMATION AND KNOWLEDGE SOCIETY
By Al-Hawamdeh Suliman, Nanyang Technological University and L Hart Thomas, Florida State University
2001 / 296 pages
An Asian Publication

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Chapter 1. Information Society: Global Perspective.
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Purchasing and Supply Chain Management

MATCHING SUPPLY WITH DEMAND
An Introduction to Operations Management, 2nd Edition
By Gerard Cachon and Christian Terwiesch of University of Pennsylvania
2009 (March 2008) / 480 pages
(Details unavailable at press time)

LOGISTICS & SUPPLY CHAIN MANAGEMENT
By Jonsson
2008 (Feb 2008) / 544 pages
McGraw-Hill UK Title
(Details unavailable at press time)

DESIGNING AND MANAGING THE SUPPLY CHAIN
3rd Edition
2008 (July 2007) / 460 pages
(with Student CD)
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. Mathematical 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.

NEW TO THIS EDITION

- Improved and Integrated Coverage of Technology: This edition reflects a more realistic approach to incorporating technology in today’s companies and this in-depth integration allows readers to better understand how technology implementation, new trends, and customers can affect the design and management of a supply chain.

- New and Updated Cases: Thanks to reviewer feedback, whenever possible single cases have been replaced with multiple cases giving readers more opportunities to realistically study of how supply chain management is utilized in real companies better preparing them to be successful managers.

- More Comprehensive and Complete Ancillary Package: With improved, stronger PowerPoint presentations, and improved teaching notes on the Instructor CD, even instructors without a background in supply chain or those teaching the course for the first time will have their start-up costs reduced and their pool of instructional resources increased by these improved ancillaries.

- New “Supply Contracts” Tool on Student CD-ROM: Besides the computerized versions of “The Beer Game” and the “Risk Pool Game,” there will be a newly developed electronic tool dealing with supply contracts. Now students have even more support to help them conceptualize strategic supply chain management.

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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
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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

WEBSTER’S PRINCIPLES AND TOOLS OF SUPPLY CHAIN MANAGEMENT PROVISIONAL EDITION

By Scott Webster, Syracuse University

NEW INTERNATIONAL EDITION

2008 (December 2006) / 352 pages

http://www.mhhe.com/webster1e

Webster’s Principles and Tools of Supply Chain Management provides a basic introduction to the concepts and tools of supply chain management and delivers an optimal balance of descriptive and analytical material. The book is divided into three parts: Foundation; Principles and Tools; and Synthesis. Part 1 introduces the basic concepts of supply chain management—concepts that are referred to and expanded upon in subsequent chapters; Part 2 focuses on the application of supply chain concepts within the context of particular supply chain activities (i.e., buy, make, move, store, or sell); Part 3, consisting of a single chapter, offers a macro perspective of supply chain management. It reconstructs and synthesizes earlier content while taking a “step back” to review and consider the entire system. A case study is included at the end of each chapter. Some of these cases focus on technology. Chapters that introduce analytical models begin with simple analyses and introduce added complexity and realism as the chapter progresses, thereby offering instructors flexibility with respect to the depth of analytical rigor that they are able to require of their students.

FEATURES

- Employs a supply chain framework to discuss relevant operations concepts, tools, and issues. This framework allows instructors to discuss essential core topics in operations management within the context of and with reference to the entire supply chain. The framework also serves to foster the need for students to integrate supply chain issues into their consideration of traditional operations decision areas.

- Supply chain concepts are covered briefly, facilitated by sharply focused coverage. This approach permits students to grasp concepts quickly and accurately while leaving room for instructors to expand upon particular topics or supplement the text with their own materials.

- "Concepts/Applications/Tools" pedagogical approach permits rapid student engagement in relevant operations and supply chain management problems and activities. The structure also facilitates opportunities for students to be introduced to and engaged in activities designed to develop an understanding of both the qualitative and quantitative aspects of operations and supply chain management.

- Two-color, short, paperback format offers good value for students and flexibility for instructors. Permits instructors to add other materials to their course without financially overburdening students. Students will appreciate having a book that is brief enough to be covered in its entirety in one semester.

CONTENTS

Preface
PART ONE FOUNDATION
  1 Introduction: Operations and Supply Chain Management
  2 Information Technology: ERP Systems, SCA Systems, and E-
E-COMMERCE

Commerce
3 Supply Chain Foundations: System Slack and Related Concepts
PART TWO PRINCIPLES AND TOOLS
4 Demand Management: Processing, Influencing, and Anticipating Demand
5 Supply Management: Trends, Technologies, and Tactics
6 Inventory Management I: Deterministic Analysis
7 Inventory Management II: Stochastic Analysis
8 Capacity Management: Analysis and Psychology
9 Production Management: Flow Control and Scheduling
10 Transportation Management: Elements and Insights
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Appendix B International Transportation: Services and Legal Requirements
11 Quality Management: Tools for Process Improvement
Supplement Creative Problem Solving: Strategies and Pitfalls
PART THREE SYNTHESIS
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Appendix 2 Linchpin of E-Commerce: Basics of Encryption and Digital Signatures
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Appendix 4 Standard Normal Probability and Unit Normal Loss Table
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SUPPLY CHAIN COST MANAGEMENT
By Jimmy Anklesaria
2007 (November 2007) / 256 pages
A Professional Reference Title
For most supply chains, cost reduction is imperative to long-term survival. Yet identifying the costs that can be eliminated—and then doing so effectively—can prove impossible without the right method. This book introduces the same process the author has used to save companies like IBM, Kodak, and DuPont billions of dollars, simply by harnessing the knowledge of suppliers. Using real-life case studies and examples, the book gives readers everything they need to implement this powerful system, and bring genuine and permanent savings to their company.

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Preface.
Chapter 1: Purchasing and Supply Management.
Chapter 3: The Legal Aspects of Purchasing.
Part 2: Materials Management.
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Chapter 5: Inventory Management.
Chapter 6: Just-In-Time (Lean) Purchasing.
Chapter 7: Purchasing Procedures, E-Purchasing, and Systems Contracting.
Chapter 8: Supplier Selection and Evaluation.
Chapter 9: Global Sourcing.
Chapter 11: Total Quality Management (TQM) and Purchasing.
Chapter 12: Price Determination.
Chapter 13: Bargaining and Negotiations.
Part 5: Special Purchasing Application.
Chapter 14: Purchasing Transportation Services.
Chapter 15: Equipment Acquisition and Disposal.
Chapter 16: Healthcare Purchasing and Supply Management.
Chapter 17: Procuring Professional Services.
Cases.
Glossary.
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International Edition

SUPPLY CHAIN LOGISTICS MANAGEMENT
2nd Edition
By Donald Bowersox, David Closs and M. Bixby Cooper of Michigan State University—East Lansing
2007 (November 2005) / 464 pages
http://www.mhhe.com/owersox2e

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.

International Edition

PURCHASING AND SUPPLY MANAGEMENT
By W C Benton
2007 (June 2006) / 800 pages
http://www.mhhe.com/benton07

Purchasing and Supply Management, 1/e, by W.C. Benton, offers insights into the theory, practice, and implementation of supply management issues. A step-by-step approach helps students and professionals gain analytical purchasing skills. Many actual case studies and exercises help students transform purchasing theory into purchasing practice and implementation. Some of the topics include purchasing business processes, price cost analysis, professional services, transportation purchasing, global purchasing, and healthcare purchasing.
E-COMMERCE

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

International Edition

MATCHING SUPPLY WITH DEMAND
An Introduction to Operations Management
By Gerard Cachon and Christian Terwiesch
2006 / 368 pages
http://www.mhhe.com/cachon_terwiesch

The most authoritative, cutting-edge book for operations management and supply chain management. The book demands rigorous analysis on the part of students. 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.

CONTENTS
Chapter 1 Introduction
Chapter 2 The Process View of the Organization
Chapter 3 Understanding the Supply Process: Evaluation Process Capacity
Chapter 4 Estimating and Reducing Labor Costs
Chapter 5 Bathing and Other Flow Interruptions: Set-up Times and the Economic Order Quantity Model
Chapter 6 Variability and Its Impact on Process Performance: Waiting Time Problems
Chapter 7 The Impact of Variability on Process Performance: Throughput Losses
Chapter 8 Fundamentals of Quality and the Toyota Production System
Chapter 9 Betting on Uncertain Demand: The Newsvendor Model
Chapter 10 Make-to-Order and Quick Response with Reactive Capacity
Chapter 11 Service Levels and Lead Times in Supply Chains: The Order up-to-Inventory Model
Chapter 12 Risk Pooling Strategies to Reduce and Hedge Uncertainty
Chapter 13 Revenue Management with Capacity Controls
Chapter 14 Supply Chain Coordination
Appendix / Glossary / References / Index of “How to” exhibits / Summary of key equations / Index

International Edition

WORLD CLASS SUPPLY MANAGEMENT
The Key to Supply Chain Management with Student CD (Cases), 7th Edition
By David N. Burt, University of San Diego and Donald W. Dobler, Colorado State University, Emeritus
2003
(with CD-ROM)
[IE with CD-ROM]
http://www.mhhe.com/burt7e

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1. World Class Supply Management
2. Purchasing Becomes Supply Management
4. Supply Management: Implementor of Three of the Firm’s Social Responsibilities
II. Enabling Concepts:
5. Three Types of Buyer-Supplier Relationships
6. Cross-Functional Teams
7. Quality
8. Total Cost of Ownership
9. e-Procurement
III. The Requirements Process:
10. New Product Development
11. Specifications and Standardization
12. Equipment
13. Services
IV. Strategic Sourcing:
14. Make or Buy/Outsourcing

International Edition

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

The Leenders’ text provides a comprehensive introduction to the purchasing and supply chain management field, supported by 50 case studies. Cases cover purchasing and supply chain issues in a variety of settings, from process industries to high-tech manufacturing and services as well as public institutions. Supply Management concepts, both strategic and tactical, have been expanded throughout the text, particularly in new chapters on Supply Law and Ethics, Public Supply, and Supplier Relations. While all basic tenets of the purchasing function and cost issues remain, the coverage of the field is state of the art highlighting the supply chain approach.

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
Chapter 11 – Investment Recovery
Chapter 12 – Supply Law and Ethics
Chapter 13 – Research and Metrics
Chapter 14 – Global Supply
Chapter 15 – Public Supply Management
Chapter 16 – Capital Goods Chapter 17 – Services
Chapter 18 – Make or Buy, Insourcing, and Outsourcing
Chapter 19 – Supplier Relations
Chapter 20 – Strategy in Purchasing and Supply Management
Case Index / Subject Index
Customer Relations Management

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
An Asian Publication
A Professional Reference Title

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.

EBAY THE SMART WAY
5th Edition

By Joseph T. Sinclair

2007 (May 2007) / 512 pages
A Professional Reference Title

Joseph T. Sinclair is one of the world’s foremost eBay experts. He has been interviewed by Entrepreneur magazine, as well as on more than 100 radio programs. He is the author of eBay the Smart Way (now in its 4th edition); the two previous editions of eBay Business the Smart Way; eBay Inventory the Smart Way; Building Your eBay Traffic the Smart Way; eBay Global the Smart Way; and eBay Motors the Smart Way.

E-LEARNING IN CHINA UNIVERSITY

By Wu

2007 (December 2007)
An Asian Professional Publication

This book is written to illustrate how e-learning is executed in China. It also describes the success stories of its implementation. The book also draws a complete and accurate picture of e-learning in Chinese universities. In addition, it reviews the distance education that was initiated and carried out, describes the status of the e-learning pilot work and discusses its future development. This book will definitely help to educate the public on the “yesterday, today and tomorrow” of e-learning in Chinese universities and how it will promote international communication and cooperation.

Complimentary desk copies are available for course adoption only. Kindly contact your local McGraw-Hill Representative or fax the Examination Copy Request Form available on the back pages of this catalog.

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Principles of Management - Textbooks

MANAGEMENT
Leading & Collaborating in the Competitive World, 8th Edition
By Thomas S Bateman, University of VA-Charlottesville and Scott A Snell, Cornell University
2009 (January 2008) / 736 pages
http://www.mhhe.com/bateman8e

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Dynamics, Individual Dynamics, Production, and IT).

- Integrated Learning Path - Each chapter opens with 5-6 action-oriented Learning Objectives. Each Learning Objective will be followed up on with strategically placed scenario-based multiple choice question to reinforce the learning objective. The chapter summary is based on the chapter learning objectives providing a stronger pathway through each chapter. Test your students on their comprehension of these learning objectives with the tagged test bank.

- Focusing on the Future gives students a glimpse into “day in the life” of real managers in accounting/finance, operations/general, human resources, marketing/communications, and entrepreneurship and shows how theories discussed in the chapter are used to solve real-world managerial challenges.

- The Entrepreneurial Manager cases and videos (16) have been integrated in the text and connect chapter concepts to how they’ve been applied successfully in entrepreneurial ventures and small businesses. In text summaries and discussion questions highlight relevant concepts managers such as Todd McFarlane & Jim McCann (1800-Flowers) have employed on their way to success. Students are able to access the videos on the Online Learning Center, a instructor DVD is also available.

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NEW
International Edition

PRINCIPLES OF
MANAGEMENT

By Charles Hill, University of Washington and Steven McShane, University of Western Australia

2008 (December 2006) / 704 pages
http://www.mhhe.com/hillmcshane

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.

FEATURES
- Interconnectivity of the four functions of management—Hill/McShane provides students with connections between different concepts bringing light to the Big Picture they need to understand in order to become successful managers. Specific examples include:
  (1) The control function, often relegated to the end of the book as a “feedback loop” chapter, Hill/McShane incorporates control into the organizing function to demonstrate how control impacts goals and performance measurement, organizational culture, etc. and introduces the balanced scorecard as a measurement tool.
  (2) Chapter 13 on Motivation builds off of the goal-setting material referenced in the planning chapter (Ch. 5) so that students understand the relationship between the functions of planning and leading and how employee goals ideally should be aligned to company strategies.
  (3) Chapter 10 on Organizational Culture builds off of the organizational values material introduced in chapter 2 on the Internal Environment, which demonstrates how values drive culture.

- Storytelling writing style—As they have in their current market-leading books, both authors use stories to connect with students as a vehicle to help them learn, using great use of language. “From bloody awful to bloody awesome in five years” (Ch. 3) or “No frankenfood here, please” (Ch. 18) are just two examples of how the authors grab students’ attention and hold it with stories that are woven into the narrative of the text.

- Unique Theory/Application Writing style – The authors cover related theories and then apply them with rich examples that are NOT hidden in text boxes that students don’t read, but are incorporated into the narrative of the text. Examples are highlighted in the margin of the text so students know an applied example is reinforcing a particular concept (e.g. “cost-leadership at Dell” or “Motivation at 3M”).

- Why does it matter? -Every chapter concludes with a summary of why the material covered matters for students of management, and how understanding these concepts can help students become a more successful manager.

- Management Portfolio Project—Mirroring the goal of the book (showing students how the 4 functions interact) this activity at the
end of every chapter asks students to apply chapter concepts to their organization of choice. By following one company throughout the semester students get a grasp of how and why all functions work together regardless of their experience working in organizations. Perfect for a course project, the instructor’s manual includes an implementation guide as well as samples of actual student portfolios.

- Integrated Support Package - Unlike revised texts/ resource packages, where materials are refilled, resized and repurposed, the resources supporting this text have been freshly created in close conjunction with the text and each other to provide you a truly integrated support package. The instructor’s manual is laid out by learning objective and includes extra “war stories” cases and teaching tips to use in the classroom that are not in the text. The test bank questions are categorized by blooms taxonomy, AACSB tagged, tagged by learning objective, level of difficulty.

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
- NEW! Completely updated: Every chapter of this text was thoroughly updated to ensure currency and coverage of the latest developments in management today. Coverage of managing globally on Asians and Hispanics as fastest growing group (Ch. 5), new discussion on outsourcing (Ch. 12), “green” business management, new coverage of ethics of manufacturing and outsourcing with threats to health of workers in foreign countries, and even new coverage on crisis management.
- NEW! Expanded and updated coverage of Ethics, Diversity & Culture: The authors have updated and where necessary, expanded the coverage of ethics, diversity & culture to support student understanding of these important topics.
- NEW! Management in the Movies: This faculty DVD makes it easy to bring that captivating power of big screen movies to the classroom! Each video clip illustrates a specific management topic in less than 2 1/2 minutes via a scene from major movies or TV shows. E.g. Groups—13 Going On 30, Ethics—John Q, Global Management—Gung Ho. The Management is the Movies DVD is supported by an instructor manual with suggestions for usage of the clip, video summaries, and discussion questions for each segment! This DVD is available to all adopters of a McGraw-Hill Principles of Management text only.
- NEW! AACSB integration in test bank and Instructor Manual: This text’s proven test bank is now aligned with the AACSB guidelines, tagging each question according to the applicable knowledge and skills area (Global, Ethics and Social Responsibility, Legal and other External Environment, Communication, Diversity, Group Dynamics, Individual Dynamics, Production, and IT). Additionally, the Instructor Manual supports you in teaching that leads to Learning Outcomes.
- NEW! Chapter-by-chapter Flash Tutorials for use in online courses or for students’ personal study use. Overviews and animations for critical concepts in each chapters as well as interactive self-assessments for Ch. 3, Manager as a Person are available via the Online Learning Center.

CONTENTS

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

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

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

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

Part Five: Leading Individuals and Groups
13 Motivation and Performance
14 Leadership
15 Effective Groups and Teams

Part Six: Managing Critical Organizational Processes
NEW
International Edition

MANAGEMENT
3rd Edition
By Angelo Kinicki, Arizona State University—Tempe and Brian K Williams

2008 (February 2007) / 576 pages
http://www.mhhe.com/kinicki3e

Blending scholarship and imaginative writing, ASU business professor Kinicki (of Kreitner/Kinicki Organizational Behavior 7e) and writer Williams (of Williams/Sawyer Using Information Technology 7e) have created a highly readable introductory management text with a truly unique student-centered layout certain to be well received by today’s visually oriented students. The authors present all basic management concepts and principles in “bite-size” chunks, 2- to 6-page sections to optimize student learning. The text emphasizes practicality of information presented and supports both the instructor and the students with a wealth of classroom-tested resources.

NEW TO THIS EDITION

✦ EVEN MORE STUDENT-CENTERED
  • Updated Layout and Design: The design and layout has been updated to give the text a more consistent feel, while retaining the structure everyone loves—a text in 2- to 6-page sections presenting information in easily digestible, “bite-size” chunks.
  • New Remediation and Practice Resources: To support various learning styles and help students see connections between concepts, this text directs students to activities on the Online Learning Center (OLC) via target icons in the text margins. The OLC provides interactive materials that reinforce concepts, help students to get to know themselves through self-assessments, and help them apply what they’ve learned to interactive exercises from the Group and Video Resource Manual and Manager’s Hot Seat programs. The Manager’s Hot Seat is now completely online, making it easier for students to put managerial skills into practice on their own time.
  • New Example Boxes, with “Your Call” Discussion Prompts: These example boxes are mini-cases that provide students with snapshots of real-world situations to help 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.

✦ 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 23% of all endnote references dated 2006 (the year the book was in production), this is one of the most current principles textbooks on the market.
  • Additional Entrepreneurship Coverage: Chapter 1 now includes coverage of Entrepreneurship to draw students in and emphasize the importance of this topic.
  • New Video Cases: 50% of the in-text video cases are new to this edition (e.g., eBay CEO Meg Whitman, Organizational Culture at New Belgium Brewery, short documentary on how Peace Corps skills can help in the business world). New supporting video clips are available on DVD for adopting instructors and online for student access.

✦ MORE EMPHASIS ON PRACTICALITY
  • New to This Edition: Emphasis on “Evidence-Based Management”: This edition includes emphasis on evidence-based management—basing decisions on the real world rather than on hunches or management fads (see discussion on, e.g., pp. 62, 220–222).
  • New to This Edition: Discussion of “Execution”: Execution consists of using questioning, analysis, and follow-through in order to mesh strategy with reality (see discussion on pp. 201–204).
  • New Example Boxes, with “Your Call” Discussion Prompts: These example boxes are mini-cases that provide students with snapshots of real-world situations to help 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 multitasking, being a world citizen, and how to streamline meetings. All Practical Action boxes are listed on the inside back cover of the book.
  • New Management in Action Cases: Management in Action cases, most of which are new to this edition, describe how organizations such as NASCAR, Hewlett-Packard, and Home Depot respond to issues featured in the text. Management in Action bases are listed on the inside back endpapers of the book.
  • New and Updated Ethical Dilemmas: Ethical Dilemmas present ethical situations (often based on real events) and asks students how they would handle them. New Ethical Dilemmas challenge students to deal with issues such as stockpiling avian-influenza drug (chap. 6), high school dress codes (chap. 7), and student cheating (chap. 12). Ethical Dilemmas are listed on the inside back endpapers of the book.
  • New and Updated Group Exercises: End-of-chapter Group Exercises offer students operating as teams to apply chapter topics. Instructions, objectives, and discussion questions are included.

✦ COMPLETELY UPDATED RESOURCES THAT WORK
  • New Videos and Video Cases: The text is supported by 16 videos and video cases, half of them new to this edition, which visually reinforce chapter topics. Organizations featured include JetBlue, eBay, Patagonia, and Panera Bread. Cases include news footage, company interviews, and Manager’s Hot Seat episodes.
  • Updated Test Bank: Each of the approximately 1,500 questions in the Test Bank is tagged with the AACSB objective and the Bloom’s taxonomy type 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).
  • New Online Course Management: Online assets have been greatly enhanced. Our content available for online courses is much more comprehensive and in line with what needs to be available for hybrid (part online and part person-to-person) courses or completely online courses. The student CD has been eliminated, and all study resources have been put on the Web-based Online Learning Center (OLC) for easy access.
  • Online Learning Center (OLC): In-text icons guide students to a wealth of resources—Chapter Quizzes, Internet Exercises, Streaming Videos, and more (included in price of textbook).
• Standard Cartridge: The Standard Cartridge includes all of material that is contained in the OLC but in a format ready for Blackboard, WebCT, etc. (included in price of textbook)

• Enhanced Cartridge: The Enhanced Cartridge is the perfect tool for instructors who are teaching an online course or hybrid course and are looking for more online content. Resources include iPod contents; Interactive Skills Exercises; fully digital, fully functional Study Guide that reinforces concepts; and Self-Assessments that allow students to learn more about themselves and apply what they've learned to interactive scenarios. Enhanced cartridges are $15.00.net.

• PowerPoints®: PowerPoint® slides have been improved for this edition and include two sets: (1) the Basic Set consists of a straightforward outline of each chapter; (2) the Expanded Set contains more ties to real-world applications, as well as notes for professors.

• 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.

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
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

Appendix: The Project Planner’s Toolkit: Flowcharts & Gantt Charts

http://www.mhhe.com/bateman7e


[IE with OLC]
Rue/Byars: MANAGEMENT, 12e is a short, value-priced paperback, which presents the fundamentals of management principles to under-graduate students. It continues its tradition of presenting principles of management in a very straightforward and accessible manner focus-ing on skills that are needed to become a successful manager.

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 ENVIRONMENTS
Chapter 5 International Business
Chapter 6 Legal, Ethical, and Social Responsibilities of Management

SECTION III PLANNING SKILLS
Chapter 7 The Basics of Planning and Strategic Management
Chapter 8 Operations Management and Planning

SECTION IV ORGANIZING AND STAFFING SKILLS
Chapter 9 Organizing Work
Chapter 10 Organizing Structure
Chapter 11 Understanding Work Teams
Chapter 12 Staffing
Chapter 13 Developing Employees and Managers

SECTION V DIRECTING SKILLS
Chapter 14 Motivating Employees
Chapter 15 Developing Leadership Skills
Chapter 16 Managing Conflict and Stress
Chapter 17 Managing Change and Culture

SECTION VI CONTROLLING SKILLS
Chapter 18 Controlling
Chapter 19 Appraising and Rewarding Performance
Chapter 20 Operations Control

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-Collectiv-ism chart, Indian center for encouraging excellence, in context of ASEAN

DIFFERENTIATION VIS-À-VIS COMPETITION:

❖ Running Case on the Global Car Industry
❖ Staffing dealt with separately
❖ TOWS matrix – original research by author
❖ Includes current concepts like m-commerce, BPO
❖ More Indian/Asian coverage than any other book
❖ Online Support (PPTs, Test Bank, SM, Video?)

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 Decentralization
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: Controlling**
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 Wehriech Koontz
2006 (November 2006) / 512 pages
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
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7. The Nature of Organizing, Entrepreneuring, and Reengineering
8. Organization Structure: Departmentation
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17. Communication
**PART 6 Controlling**
18. The System and Process of Controlling
19. Control Techniques and Information Technology

**FUNDAMENTALS OF MANAGEMENT**
By Mike Smith, Manchester Business School
2006 (December 2006) / 458 pages
McGraw-Hill UK Title
Fundamentals of Management takes a logical and student-centred approach to management from a business perspective. It first provides a comprehensive foundation in the basic concepts of management, supported by global examples and experiential exercises, which place ideas in a real-life context. The text then examines contemporary debates in the field, promoting student interaction and learning. An essential textbook both for management specialists and non-specialists, Fundamentals of Management provides a comprehensive grounding in all core management topics.
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

**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/mchane
This is a new Australian adaptation of two popular US editions by Jones and George, Contemporary Management 3e and Essentials of Contemporary Management 1e. Waddell and Devine’s Contemporary Management presents a fresh and humane view of the manager in the workplace. This non-prescriptive text explores the manager as a person, rather than an institution, with values and ethics. Its innovative approach to management raises issues that are relevant to the workplace today, such as focusing on diversity, cultural sensitivity and managing globally. This text recognises that human interaction and communication is the basis of effective management in business.
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 FOUNDATIONS
By Kathryn (Kay) M Bartol, University of Maryland-College Park, Margaret Tein and Graham Matthews of Royal Melbourne Institute of Technology, Philip Risston, University of Adelaide and Brenda Scott-Ladd, Murdoch University
2005 (September 2005)
McGraw-Hill Australia Title
http://www.mhhe.com/au/bartol_foundations
Management is at a significant stage as we move into the twenty-first century. Global competition is a fact of life. Technology, international activities, business practices and changes in attitudes to organisational social responsibility are compelling managers to reconsider their methods and goals, and increasingly emphasise innovation in the workplace. This stunning new full-colour edition has been carefully tailored to suit a one-semester course. In 12 chapters, this text and learning package equips students with the key knowledge and skills they will need to become effective and informed managers. The authors critically examine the rapidly changing management environment and offer the most diverse and original case studies of any management text on the market.

PRINCIPLES OF MANAGEMENT
3rd Edition
By Tripathi, Sukhada University and Reddy, Bangalore University
2005 (December 2005)
McGraw-Hill India Title
(Details unavailable at press time)

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

ESSENTIALS OF MANAGEMENT
An Asian Perspective
By Joseph M Putti, School of Management, National University of Singapore and Harold Koontz, University of California at Los Angeles and Heinz Weihrich, University of San Francisco
1998 / 560 pages
An Asian Publication
CONTENTS
This Second Edition of TAKING SIDES: CLASHING VIEWS IN MANAGEMENT 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 IN 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. Ethical Issues for Managers
ISSUE 1. Do Corporations Have a Responsibility to Society that Extends Beyond Merely Maximizing Profit?
ISSUE 2. Is the Corporate Strategy of Downsizing Unethical?
ISSUE 3. Is Bluffing During Negotiations Unethical?
ISSUE 4. Should Insider Trading Be Legalized?

PART 2. Organizational Behavior and Human Resource Management
New! ISSUE 5. Has Affirmative Action Outlived its Usefulness in the Workplace?
New! ISSUE 6. Is Workplace Drug Testing a Wise Corporate Policy?
New! ISSUE 7. Is Diversity in the Workplace a Worthwhile Goal for Corporations?
ISSUE 8. Is Gender Discrimination the Main Reason Women Are Paid Less Than Men?

PART 3. Strategic Management
New! ISSUE 10. Is Outsourcing a wise Corporate Strategy?
ISSUE 11. Are U.S. CEOs Overpaid?
ISSUE 12. Corporate Governance Reform: Is Sarbanes-Oxley the Answer?
New! ISSUE 13. Is First-to-Market a Successful Strategy?
New! ISSUE 14. Must Firms Constantly Grow to be Considered Successful?

PART 4. Environmental and International Issues
ISSUE 15. Is the Condition of the Environment Really as Bad as Environmentalists Claim?
New! ISSUE 16. Should U.S. Corporations be Allowed to Hire Illegal Aliens?
ISSUE 17. Is Economic Globalization Good for Mankind?
ISSUE 18. Are Global Sweatshops Exploitative?

NEW TO THIS EDITION

New You Solve the Problem activity that asks students to respond to questions by applying the chapter’s concepts to the chapter opening A Supervisor’s Problem scenario.

New How Supervisors Solved the Problem anecdotes that provide real-life resolution to the issue presented in the chapter opening A Supervisor’s Problem scenario. Intended for instructor use, these are located on the OLC as Appendix D.

10 New OLC videos, relevant to each part of the text, are available to instructors to facilitate the student learning experience. Teaching notes for the videos are also included on the OLC.

Manager’s Hot Seat online access, now available via Video and Group Resource Manual website with teaching notes and new experiential exercises.

New coverage added to managing diversity, specifically, the growing number of female leaders in business; the increase of disabled workers in the workforce; and improvements made to communication technology.

New coverage on creative motivation techniques for employee retention, with an emphasis on high standards.

More coverage on the ways in which constructive criticism and creative solutions can positively affect problematic employees.

Additional focus on hiring practices and skills for interviewing job candidates.

Additional focus on the effectiveness of personal development plans; how different companies use appraisal data; and the relationship between appraisal feedback and performance.

CONTENTS

PART ONE: What is a Supervisor?
1: Modern Supervision: New Era Challenge
ORGANIZATIONS
Behavior, Structure, Processes,
13th Edition
By James L Gibson, University of Kentucky-Med/Lexington
2009 (January 2008) / 512 pages
(Details unavailable at press time)

ORGANIZATIONAL BEHAVIOR: ESSENTIALS
2nd Edition
By Steven McShane, University of Western Australia and Mary Ann Von Glinow, Florida International University-Miami
2009 (March 2008) / 480 pages
(Details unavailable at press time)

BEHAVIOR IN ORGANIZATIONS
9th Edition
By Abraham B Shani and James Lau of California Polytechnic State University
2009 (June 2008) / 512 pages
(Details unavailable at press time)
Global O.B.—A learning tool included in OBM 8e, these apply organizational behavior concepts to cross-cultural management situations in Europe, Asia, Latin America, Africa, North America, and other locations. This edition has a new Global Organizational Behavior box that discusses whether Google’s censorship of its search engine in China is good or evil.

- Encounters- Covers presentations on ethics, global management, managing technology and information, balancing work, life, and family issues, and best in class applications. For example, there is a new Organizational Encounter that describes flextime and work-life balance programs at companies like PricewaterhouseCoopers, J.C. Penney’s and Motorola.

- You Be The Judge—Provides short scenarios asking students to address a crucial event, situation, incident, or question. One such new You Be the Judge comments addressing how job applicants can negotiate high starting salaries, whether ethics can and should be taught in business schools, and how companies like Novo Nordisk attempt to balance social and environmental responsibility with economic success.

- Management Pointers- Summarizes key “how to” guidelines to help students apply text material to real world situations.

- Cases- Encourage students to closely examine and analyze a situation being faced by an organization, manager, and/or team. New cases explore important OB/managerial topics such as how forced ranking performance evaluation affects employee motivation and how interpersonal conflict at Wall Street firms like Morgan Stanley affects firm success.

- Internet, Self-Assessment, & Group Exercises- Require students to get involved and think critically about finding solutions to problems on the Web, learning more about their style, perceptions, knowledge, values, and becoming a more effective group member.

- New Reality Check self-assessments focusing on relevant topics like 360-degree feedback, psychological contracts, intergroup conflict, competitive intelligence, and spamming.

- And, hundreds of current and new in text Real World Business Examples illustrating how organizational behavior is a critical aspect of managing for small, medium, and large organizations in different industries and countries.

- Current and Relevant Research Topics: In order to keep students informed and up-to-date, the following current OB research topics are included in OBM 8e: open book management, information management, and learning theory (Ch. 1); culture and values, socialization, and mentoring (Ch. 2); male vs. female managerial effectiveness, Big 5 personality model, and individual creativity (Ch. 3); social perception, managing emotions, and self-fulfilling prophecy (Ch. 4); group diversity and motivation, organizational citizenship behaviors, and violation of psychological contracts (Ch. 5); virtual expatriate assignments, ethical job design, and flextime and alternative work arrangements (Ch. 6); cultural differences in performance evaluations, 360 degree feedback, and employee stock ownership plans (Ch. 7); governance, theft, fraud, violence, dishonesty, and sabotage (Ch. 8); coping, hardness, interventions, and wellness (Ch. 9); effective group leadership, altering group cohesion, and global and virtual teams (Ch. 10); perceptual bases for conflict, cross-cultural differences in conflict resolution and negotiation (Ch. 11); creating an empowering environment and impression management (Ch. 12); communication in a high-tech world, listening skills, and competitive intelligence (Ch. 13); creativity in group decision making (Ch. 14); charisma, quiet leadership, good to great leaders, and leader development (Ch. 15); effective organizational structures for the 21st century and effects of downsizings on managers and surviving employees (Ch. 16); crisis management, readiness for change, and diffusion of change (Ch. 17).

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
FEATURES

- 14 Brief Chapters include coverage of key concepts needed to help students gain an understanding about the individual, group, and organizational behavior.
- Cutting edge topics include human and social capital, positive organizational behavior, managing diversity, proactive personality, emotions, emotional intelligence, organizational justice, virtual teams, knowledge management, cross-cultural conflict, workplace incivility, impression management, full-range model of leadership, shared leadership, Level 5 leadership, and learning organizations just to name a few.
- Master Your Knowledge Boxes provide information about ancillary materials that can be used to enhance student learning and 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.
- A complete instructor’s supplement package includes an Instructor’s Manual, Test Bank, Computerized Test Bank, PowerPoint slides and a book website. The Test Bank is tagged to provide you with the ability to sort test questions by the various AACSB standards to provide “assurance” that you are including the recommended “learning experiences” in your curriculum.
- Enhanced cartridge material featuring chapter pre and post tests with results that automatically populate into a grade book, narrated PowerPoint slides, and select videos.
- Self-Assessment Package located on the book’s website allows students to diagnose their attitudes, personality, values, and beliefs on a variety of organizational behavior concepts. Included are 38 Test Your Knowledge Quizzes, 20 self-assessment exercises, 23 group exercises, and 15 Manager’s Hot Seat Video segments to supplement your lectures or facilitate student involvement and interactions. In conjunction with the exercises you have access to our Group & Video Resource Manual containing instructor notes and PowerPoint slides for each exercise ISBN: 0073044342.
- The Manager’s Hot Seat Videos Online www.mhhe.com/MHS- 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 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.
- New to this edition! 494 chapter endnotes dated 2006 indicates a thorough updating 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.
- 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, 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 10-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 onboarding, analytics, Blogs, cultural intelligence, Covey’s 8th habit, cybercrime, goal orientations, creativity and innovation, and the principles for influencing and persuading others, withdrawal cognitions, and team building just to name a few.
  - The order of Chapters 9 and 10 has been switched based on user reviewer feedback. The chapter on groups and teams now precedes the chapter on decision making to provide a better context and smoother flow.
  - 494 chapter endnotes dated 2006 indicates a thorough updating of this new edition!
  - New self-assessment exercise icons and Test Your Knowledge quiz icons have been added throughout the chapters in the margins of the text. These icons include a level of difficulty in the chapter topic. Students can take the exercises online at www.mhhe. com/kinickiob3e.

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

NEW TO THIS EDITION

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- The order of Chapters 9 and 10 has been switched based on user reviewer feedback. The chapter on groups and teams now precedes the chapter on decision making to provide a better context and smoother flow.
- 494 chapter endnotes dated 2006 indicates a thorough updating of this new edition!
- New self-assessment exercise icons and Test Your Knowledge quiz icons have been added throughout the chapters in the margins of the text. These icons highlight the corresponding self-assessment exercise and Test Your Knowledge quiz that is appropriate for the chapter topic. Students can take the exercises online at www.mhhe.com/kinickiob3e.
New OLC icons for Group Exercises and the Manager’s Hotseat Videos tie directly to the Group and Video Resource Manual.

New improved PowerPoint slides with more detailed instructor teaching notes 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. The PowerPoint not only includes overviews, key concepts, and materials from the text, but also provides supplemental examples, charts, and data from outside sources to enhance lecture presentations. Discussion question slides (CPS) are also included in the PowerPoint slides which can be used with or without the “clickers.” The PowerPoint also contains a slide that explains the video for the corresponding book chapter and links to additional information online.

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 (28 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.

The interactive exercises previously found on the Student CD-ROM have been moved online to www.mhhe.com/knickiob3e.

The WebCT/Blackboard/eCollege enhanced cartridge content contains over three dozen self-assessments, 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 Team Learning Assistant (TLA) Version 2 is designed to maximize the students’ team learning experience, and to save professors and students alike valuable time. TLA is an optional resource to help instructors facilitate the team process in a completely online paperless environment. Instructors can regularly and efficiently monitor team progress and have greater ability to grade individual performance on any given team.

The Manager’s Hot Seat Videos Online www.mhhe.com/MHS. 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 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.

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Part I: Managing People in a Global Economy
   Ch. 1: Needed: People-Centered Managers and Workplaces Appendix
   A: Ethics Learning Module
   Ch. 2: Organizational Culture, Socialization, and Mentoring
   Ch. 3: Developing Global Managers

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   Ch. 4: Understanding Social Perception and Managing Diversity
   Ch. 5: Appreciating Individual Differences: Self-Concept, Personality, Emotions
   Ch. 6: Motivation I: Needs, Job Design, and Satisfaction
   Ch. 7: Motivation II: Equity, Expectancy, and Goal Setting

Part III: Making Decisions and Managing Social Processes
   Ch. 9: Effective Groups and Teamwork
   Ch. 10: Making Decisions
   Ch. 11: Managing Conflict and Negotiating

Part IV: Managing Organizational Processes
   Ch. 12: Communicating in the Internet Age
   Ch. 13: Influence, Power, and Politics: An Organizational Survival Kit
   Ch. 14: Leadership

Part V: Managing Evolving Organizations
   Ch. 15: Designing Effective Organizations
   Ch. 16: Managing Change and Organizational Learning

Ch. 8: Improving Performance with Feedback, Rewards, and Positive Reinforcement

Part II: Making Decisions and Managing Social Processes
   Ch. 9: Effective Groups and Teamwork
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Part V: Managing Evolving Organizations
   Ch. 15: Designing Effective Organizations
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NEW

ORGANIZATIONAL BEHAVIOR

8th Edition

By Robert Kreitner and Angelo Kinicki of Arizona State University-Tempe

2008 (October 2007) / 800 pages

http://www.mhhe.com/kreitner8e

Organizational Behavior, Eighth Edition, continues in its tradition of being an up-to-date, relevant and user-driven textbook. Kreitner and Kinicki’s approach to organizational behavior is based on the authors’ belief that reading a comprehensive textbook is hard work, but that the process should be interesting and sometimes fun. Thus, they consistently attempt to find a way to make complex ideas understandable through clear and concise explanations, contemporary examples, visually appealing photo/art program, and/or learning exercises. With every edition, the authors make every effort to respond to user feedback and ensure the text covers the very latest OB research and practices. The cover again depicts the well-known Wolf brand, but this time with a black and white illustration of two wolves. This remains a central theme because Kreitner and Kinicki see wolves as an instructive and inspiring metaphor for modern Organizational Behavior. Wolves are dedicated team players, great communicators, and adaptable. These are key success attributes in today’s workplace.

NEW TO THIS EDITION

New! Latest research and practices including 799 source material references dated 2006 and 552 dated 2007. Kreitner and Kinicki take pride in keeping the text relevant and up-to-date by including the very latest research and topics along with application. New topics in the Eighth Edition include: Ch. 1: corporate social responsibility; Carroll’s Global Corporate Social Responsibility Pyramid; whistleblowing; Ch. 2: updated data on workforce demographic statistics; Ch. 4: ethnocentrism and Muslim-Americans; Ch. 5: resiliency (relative to a proactive personality); impostor syndrome (relative to an external locus of control); Ch. 9: line of sight (relative to strategic goals); Ch. 10: Sarbanes-Oxley Act of 2002; Ch. 11: team building critique; Ch. 13: day of contemplation (for dealing with problem employees); and Ch. 15: how new college graduates can make a good impression.

Expanded Coverage of Ethics: Ethics is covered early and completely in Chapter 1 to set a proper moral tone for managing people at work. Ethical issues are raised throughout the text, with additional significant coverage of the Ethical Decision Making Tree in Chapter 12. In addition, seventeen of the Real World/Real People boxed
inserts have an ethics theme, with specific attention called out by an ethics icon. 11 New Ethical Dilemmas at the end of each chapter give students the opportunity to wrestle with today's tough ethical issues. They raise hard-hitting ethical issues and ask tough questions, virtually guaranteeing a lively discussion/debate for cooperative learning. Among the eleven new Ethical Dilemmas are tough questions about sweatshops, body art, brain scans, incentive programs, having a business meeting in a strip club, guns in the workplace, feuding executives, telling lies, and Yahoo helping China suppress political dissent.

- New Enhanced Cartridge Content for Kreitner/Kinicki includes chapter pre/post tests with results that auto populate your grade book, narrated chapter summaries, narrated PowerPoint slides, select videos, and key terms all available for students to download to their iPods and study on the go. In addition the Manager's Hot Seat Videos will be included in the enhanced cartridge along with 20 self-assessment exercises, interactive exercises, chapter quizzes, and video material. These interactivities help the students' connection to the field of organizational behavior be more personal and immediately through interesting self-assessments that cover such areas as leadership, decision-making, and type of company in which they would prefer to work.

- 17 out of the 18 chapter opening vignettes are new! 13 out of the 18 OB in Action Cases are new! The authors' continuing commitment to a timely and relevant textbook is evidenced by the number of new chapter-opening vignettes and chapter-closing cases. This helps you avoid the problem of using older examples that students would know are dated. The vignettes and cases highlight male and female role models, public and private organizations, and US and foreign companies such as Patagonia, McDonald's, Safeway, Starbucks, Google, Chanel, PricewaterhouseCoopers, JP Morgan Chase, Nucor, Ford, Home Depot, Microsoft, Disney, Avon, Wal-Mart, ExxonMobil, and Best Buy.

- New PowerPoint slides! The PowerPoint not only includes overview, key concepts, and materials from the text, but also provides additional examples, charts, and data from outside sources to enhance your lecture presentation. More detailed instructor teaching notes are also included for each PowerPoint slide. Instrigator discussion questions (CPs) are also included in the PowerPoint slides which can be used with or without the remote control "clickers."

- New! An updated Test Bank has been improved to include the Answer, Level of Difficulty, Learning Objective, AACSB Knowledge Category, and Bloom’s Taxonomy Question Type. Bloom’s categories include: Knowledge, Understanding, Application, Analysis, Synthesis, and Evaluation.

- End-of-chapter material has been moved online to the book’s website: The popular Personal Awareness and Growth Exercises and Group Exercises, along with Group Discussion Questions which were printed in the previous edition’s end of chapter material can now be found on the book’s website. In addition the OB Exercises and Video Cases can be found online as well. Having these exercises online enables you to assign only those exercises that apply for your classroom needs, and provide more freedom to choose only those exercises that apply.

- New Video Cases: One video is provided for each of the 18 chapters, and each has a corresponding written Video Case on the book’s website. 75% of the videos are brand new to this edition of the textbook! Each case provides a written overview of the video content as well as additional background information and discussion questions that encourage students to critically examine and apply chapter concepts to analyzing the cases. Video topics and companies feature timely and interesting people and companies (e.g., Ch 3 Johnson & Johnson Credo). Ch 4 Disney Imagineering.

- New Real World/Real People Boxes: The eighth edition contains 64 Real World/Real People boxed inserts strategically located throughout the text. These up-to-date boxes mostly drawn from 2006 or 2007 sources are provocative, and definitely interesting. The examples are kept short to engage the reader and demonstrate the relevance of OB concepts without interrupting the flow of the text. They show real people at their best and sometimes at their worst. New to this edition is a learning aid in the form of a thought-provoking question at the end of each Real World/Real People boxed insert. These questions generally ask students to apply the example to related chapter content. Fourteen of the Real World/Real People boxes have a diversity theme; seventeen have an ethics theme; and twelve have a global theme. Among the well-known organizations in the Real World/Real People features are Microsoft, Bank of America, Hewlett-Packard, Xerox, McDonald’s, PricewaterhouseCoopers, Cisco Systems, Goldman Sachs, eBay, Starbucks, Dell, and Wells Fargo.

- Hundreds of real-world examples involving large and small, public and private organizations have been incorporated into the textual material to make this edition up-to-date, interesting, and relevant.

- NEW! Management in the Movies (ISBN: 0073317713) McGraw-Hill is now offering a “Management in the Movies” DVD loaded with scenes from major Hollywood movies and TV Shows! For example, the clip from Hoosiers has great application to leadership, individual differences (self-efficacy and self esteem), and group dynamics. Each movie has been clipped to highlight a specific scene (each is less than two and a half minutes) and linked to specific topics including groups, ethics, diversity, global management, and more. Along with the DVD, McGraw-Hill provides an instructor’s manual with suggestions for usage of the clip, clip summaries, and discussion questions to accompany each segment.

CONTENTS

Part 1 The World of Organizational Behavior
Chp 1 Organizational Behavior: The Quest for People-Centered Organizations
Chp 2 Managing Diversity: Releasing Every Employee’s Potential
Chp 3 Organizational Culture, Socialization, and Mentoring
Chp 4 International OB: Managing across cultures

Part 2 Individual Behavior in Organizations
Chp 5 Self-Concept, Personality, Abilities, and Emotions
Chp 6 Values, Attitudes, and Job Satisfaction
Chp 7 Social Perception and Attributions
Chp 8 Foundations of Motivation
Chp 9 Improving Job Performance with Goals, Feedback, Rewards, and Positive Reinforcement

Part 3 Group and Social Processes
Chp 10 Group Dynamics
Chp 11 Teams and Teamwork
Chp 12 Individual and Group Decision-Making
Chp 13 Managing Conflict and Negotiation

Part 4 Organizational Processes
Chp 14 Communication in the Internet Age
Chp 15 Influence Tactics, Empowerment, and Politics
Chp 16 Leadership
Chp 17 Creating Effective Organizations
Chp 18 Managing Change and Stress

Complimentary desk copies are available for course adoption only. Kindly contact your local McGraw-Hill Representative or fax the Examination Copy Request Form available on the back pages of this catalog.
Manuscript content not provided.
MANAGEMENT

Glinow was the first OB textbook to include the workplace emotions, appreciative inquiry, social identity theory, future search events, virtual teams, workaholism, and emotional intelligence.

- Over 85 superior self-assessments—more than any other OB text! New self-assessments on guanxi orientation, propensity to trust, stress coping preferences, Connor-Davidson resilience scale, and need for personal structure—bringing the total to 36 self-assessments, plus 50 additional self-assessments online.
- New cases from instructors throughout the world, such as From Lippert-Johanson Incorporated to Fenway Waste Management, How Did I Get Here?, Rhonda Clark: Taking Charge at the Smith Foundation, Work/Life Balance at Oxford Manufacturing, Cox-2 Inhibitor Drugs, FTCA—Regional and Headquarters Relations, and several others new to this 4th edition, as well as dozens more cases available online from regional and past editions.
- McShane/Von Glinow supports you in testing AACSB learning outcomes unlike any other OB text 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 (e.g. 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 and create reports to provide “assurance” that they are including the recommended “learning experiences” in their curricula.
- New learning objectives have been developed and inserted at specific break points within each chapters to help guide students more precisely through the content.
- New opening vignettes, captioned photos, and other examples liberally inserted throughout the book to provide more engaging reading and strengthen the theory-practice link.
- The WebCT/Blackboard/eCollege 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 the type of company in which they would prefer to work.
- The Team Learning Assistant (TLA) Version 2 is designed to maximize the students’ team learning experience, and to save professors and students alike valuable time. TLA is an optional resource to help instructors facilitate the team process in a completely online paperless environment. Instructors can regularly and efficiently monitor team progress and have greater ability to grade individual performance on any given team.
- The Manager’s Hot Seat Videos Online www.mhhe.com/MHS—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 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. Each Manager’s Hot Seat video is just an additional $10 when packaged with this text.

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International Edition

ORGANIZATIONAL BEHAVIOR Essentials with Online Learning Access Card
By Steven McShane, University of Western Australia and Mary Ann Von Glinow, Florida International University-Miami
2007 (February 2006)
[IE with OLC]
http://www.mhhe.com/mcshaneESS

Organizational Behavior [essentials] offers the same quality of contemporary knowledge, excellent readability, and classroom support that has made the hardback book by the same author team one of the best-selling OB books around the world—but in a smaller package. It applies four fundamental principles: linking theory with reality, organizational behavior for everyone, contemporary theory foundation, and active learning support. McShane and Von Glinow have sliced out the extended or secondary topics so students can drill down to what is really essential. Although this book is less than two-thirds the length of their comprehensive hardback textbook, it doesn’t skimp on classroom support. In this era of active learning, critical thinking, and outcomes-based teaching, these supplements are becoming more “essential” than ever.

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PART 2: INDIVIDUAL BEHAVIOR AND PROCESSES
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11. Leadership in Organizational Settings
PART 4: ORGANIZATIONAL PROCESSES
12. Organizational Structure
13. Organizational Culture
14. Organizational Change
that the most successful managers in the global economy will be those who can anticipate, adapt, and manage change.

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Chapter 7 Work Stress
Part 3 Behavior within Organizations: Groups and Interpersonal Influence
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Appendix Procedures and Techniques For Studying Organizations: Behavior, Structure, Processes

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

The 'fish book' has become a phenomenal success story. Primarily used as a 2nd year level text for students majoring in Management, the popularity and widespread use of the text has enabled us to gain further insight into developing this next edition to meet the needs of the market.

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5. Foundations of employee motivation
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14. Leadership
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15. Organisational structure and design

International Edition

ORGANIZATIONAL BEHAVIOR
Human Behavior at Work, 12th Edition
By John Newstrom, University of Minnesota--Duluth
2007 (May 2006) / 576 pages
http://www.mhhe.com/newstrom12e

Organizational Behavior: Human Behavior at Work, 12e is a solid research-based and referenced text is 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.

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Part Six: Change and Its Effects.
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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

International Edition

ORGANIZATIONS
12th Edition
By James Gibson, University of Kentucky - Med/Lexington, John Ivancevich, University of Houston, James Donnelly, University of Kentucky and Robert Konopaske, Florida Atlantic University
2006 / 624 pages
http://www.mhhe.com/gibson12e

Managing people and their behavior in organizations is one of the most challenging tasks anyone could face. Gibson's Organizations: Behavior, Structure, Processes, Twelfth 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.

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UK Adaptation

ORGANIZATIONAL BEHAVIOUR
3rd Edition
By Buelens, Medstdash and Van Der Heijden of De Vlerick School of Management—University of Ghent
2005 (August 2005)
McGraw-Hill UK Title
www.mcgraw-hill/textbooks/buelens3e

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4. Content theories on motivation
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7. Interpersonal communication
8. Group dynamics
9. Teams and teamwork
10. Leadership
11. Decision making
12. Conflict and negotiation
13. Power and politics
Part 4: Organizational processes
14. Elements of organization structure
15. Organizational structure and design
16. Organizational culture and international management
17. Organizational change and innovation
18. Sustainable and ethical organizations
New Online Learning Centre — Lecturer Area will contain: Instructor’s Manual / Power Point Slides / Test Bank / Additional Cases / Additional Exercises
Student Area will contain: Self-test multiple choice questions / Test Bank / Chapter by Chapter Learning Objectives / Chapter by Chapter Web Links / Glossary

Chapter 8 ~ Organisation and environment
Chapter 9 ~ Power and Self
Chapter 10 ~ Organisational and management development
Management & Organizational Behavior Combination

International Organizational Behavior

GLOBAL MANAGEMENT AND ORGANIZATIONAL BEHAVIOR
By Robert Konopaske, University of North Carolina-Wilmington and John M. Ivancevich, University of Houston—Houston
2004 / 456 pages
(Out of Print)

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2. Culture Awareness and Implications
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3. Global Social Responsibility and Ethical Decision Making
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8. Groups and Teams
III. Managing Human Resources
10. Family and Career Considerations
IV. End of Book Resources
Glossary / Subject and Name Indices

NEW TO THIS EDITION
✓ Pre- and Post-Chapter Self Assessments: 34 author written assessments (17 pre- and 17 post-chapter assessments help students understand content and develop a sound knowledge core is a natural outcome of this new pedagogical tool added to each of the 17 chapters. These assessments provide timely and meaningful feedback to help students gauge their progress, as well as an assurance of learning measure.
✓ Answers for “You Be the Judge” decision boxes: Some instructors wanted to get the author’s thoughts and opinions regarding these relevant and thought-provoking managerial issues. New in OBM 8e, we provide the author’s “take” on these questions. These answers are provided in the Instructor’s Manual.
✓ Thorough and up-to-date Chapters on “Managing Misbehavior” (e.g., White collar crime) and “Managing Individual Stress.”
✓ Five Interconnecting and Relevant Themes: To help students come away from their reading with a sense of the “big picture”, the author team carefully and consistently integrates these themes throughout the entire 17 chapters:
  ▪ Managing OB globally
  ▪ Managing ethics and social responsibility
  ▪ Balancing work/life responsibilities
  ▪ Managing technology and information
  ▪ Using best in class/benchmarking for competitive advantage
Hundreds of Elements, Cases, Exercises & Real World Business Examples (over 30% NEW): The authors believe that students learn better when they are actively engaged in and thinking critically about the material and ideas in the textbook. This is achieved by providing a variety of value-adding learning tools and student involvement activities spread across the 17 chapters:

- Global O.B. – A learning tool included in OBM 8e, these apply organizational behavior concepts to cross-cultural management situations in Europe, Asia, Latin America, Africa, North America, and other locations. This edition has a new Global Organizational Behavior box that discusses whether Google’s censorship of its search engine in China is good or evil.
- Encounters- Covers presentations on ethics, global management, managing technology and information, balancing work, life, and family issues, and best in class applications. For example, there is a new Organizational Encounter that describes flextime and work-life balance programs at companies like PricewaterhouseCoopers, J.C. Penney’s and Motorola.
- You Be The Judge– Provides short scenarios asking students to address a crucial event, situation, incident, or question. One such new You Be the Judge comments addressing how job applicants can negotiate high starting salaries, whether ethics can be taught in business schools, and how companies like Novo Nordisk attempt to balance social and environmental responsibility with economic success.
- Management Pointers- Summarizes key “how to” guidelines to help students apply text material to real world situations.
- Cases- Encourage students to closely examine and analyze a situation being faced by an organization, manager, and/or team. New cases explore important OB/managerial topics such as how forced ranking performance evaluation affects employee motivation and how interpersonal conflict at Wall Street firms like Morgan Stanley affects firm success.
- Internet, Self-Assessment, & Group Exercises- Require students to get involved and think critically about finding solutions to problems on the Web, learning more about their style, perceptions, knowledge, values, and becoming a more effective group member.
- New Reality Check self-assessments focusing on relevant topics like 360-degree feedback, psychological contracts, intergroup conflict, competitive intelligence, and spamming.
- And, hundreds of current and new in text Real World Business Examples illustrating how organizational behavior is a critical aspect of managing for small, medium, and large organizations in different industries and countries.
- Current and Relevant Research Topics: In order to keep students informed and up-to-date, the following current OB research topics are included in OBM 8e: open book management, information management, and learning theory (Ch. 1); culture and values, socialization, and mentoring (Ch. 2); male vs. female managerial effectiveness, Big 5 personality model, and individual creativity (Ch. 3); social perception, managing emotions, and self-fulfilling prophecy (Ch. 4); group diversity and motivation, organizational citizenship behaviors, and violation of psychological contracts (Ch. 5); virtual expatriate assignments, ethical and motivation, organizational citizenship behaviors, and violation of psychological contracts (Ch. 5); virtual expatriate assignments, ethical and motivation, organizational citizenship behaviors, and violation of psychological contracts (Ch. 5); virtual expatriate assignments, ethical and motivation, organizational citizenship behaviors, and violation of psychological contracts (Ch. 5).

You Be The Judge– Provides short scenarios asking students to address a crucial event, situation, incident, or question. One such new You Be the Judge comments addressing how job applicants can negotiate high starting salaries, whether ethics can be taught in business schools, and how companies like Novo Nordisk attempt to balance social and environmental responsibility with economic success.

Internet, Self-Assessment, & Group Exercises- Require students to get involved and think critically about finding solutions to problems on the Web, learning more about their style, perceptions, knowledge, values, and becoming a more effective group member.

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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/mcshane

This is a new Australian adaptation of two popular US editions by Jones and George. Contemporary Management 3e and Essentials of Contemporary Management 1e. Waddell and Devine’s Contemporary Management presents a fresh and humane view of the manager in the workplace. This non-prescriptive text explores the manager as a person, rather than an institution, with values and ethics. Its innovative approach to management raises issues that are relevant to the workplace today, such as focusing on diversity, cultural sensitivity and managing globally. This text recognizes that human interaction and communication is the basis of effective management in business.

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
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 both 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.

CONTENTS

Part I. Human Relations and You
Chapter 1: Human Relations: A Background.
Chapter 2: Self-Esteem in Human Relations.
Chapter 3: Self-Awareness and Self-Disclosure.
Chapter 4: Attitudes.
Chapter 5: Personal and Organization Values.
Chapter 6: Motivation: Increasing Productivity.
Part Two: Human Relations in Groups.
Chapter 7: Communication and Human Relations.
Chapter 8: People, Groups, and Their Leaders.
Chapter 9: Teams in Quality Organizations.
Chapter 10: Transactions and Relationships.
Part Three: Building Your Human Relations Skills.
Chapter 11: Individual and Organizational Change.

Chapter 12: Creativity and Human Relations.
Chapter 13: Conflict Management.
Chapter 14: Stress and Stress Management.
Chapter 15: Winning and Keeping Your Customers.
Part Four: Thriving in a Changing World.
Chapter 16: Human Relations in a World of Diversity.
Chapter 17: Business Ethics and Social Responsibility.
Chapter 18: Maintaining Workplace Health.
Chapter 19: Human Relations and Your Future Success
Focus on teaching relevant skills, and only those skills. The goal of this text is to focus on those skills which are critical for any manager’s success. These skills include emotional intelligence, interpersonal competence, social intelligence, as well as a full range of personal, interpersonal and organizational knowledge and competence. Not only are all the skills covered in this text critical for future success, mastering the skill will have immediate impact on student performance.

Manage What? – Evident of its problem-based approach, every chapter opens with the Manage What? feature consisting of several fundamental and specific questions or challenges related to the skill focus of the chapter. This feature focuses on recurring skills that are fundamental to any manager’s success. These scenarios and questions prompt students to actively apply skills in class discussions or written assignments.

Learner-centered – Baldwin covers all the essentials in learner-centered format composed of short bites of information punctuated with examples, quotations and illustrations.

Management Live – In addition to the examples sprinkled liberally within the text, Management Live boxes highlight the most vivid and engaging illustrations, stories, and short cases enliven the text and help students develop the skills of great managers. E.g. How people in Ch. 4.

Tool Kits – To support student’s application of skills covered in the chapter, Tool Kits at the end of every chapter offer “takeaways” for students including self-assessments, good forms, and quick checklists. E.g. Ch. 8 on teams includes a toolkit on team icebreakers (Tool Kit 8-8), Ch. 1 on Personal Effectiveness includes a guide to SMARTER goals (Tool Kit 1-1).

Evidence-based foundation—This application based text focuses on the skill and provides theory as evidence of its effectiveness. The models and frameworks this text is based on were generated by researchers over the last fifty years and can help students diagnose situations and proceed more thoughtfully. E.g. Albert Bandura’s on social learning theory pp. 11-12.

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
McGraw-Hill UK Professional Reference Title

A Manager’s Guide to Self-Development has become the indispensable guide for building management skills. Now in its fifth edition the book details a self-development programme aimed at helping readers improve their managerial performance, advance their careers and realize their full potential.

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

MANAGEMENT CONTROL SYSTEMS
By Sekhar
2005 (October 2005) / 456 pages
McGraw-Hill India Title

CONTENTS
PART I: THE CONCEPTUAL FOUNDATION OF CONTROL SYSTEMS
1. The Newer Paradigms of Management Controls
2. Balancing the Tensions in Control Systems
PART II: THE TRADITIONAL INSTRUMENTS OF CONTROLS IN ORGANISATIONS
3. External Audit, Internal Controls, and Internal Audit
4. Accountability in Organisations
5. Profit Centers and Transfer Pricing
6. Investment Centers and Long Term Accountability
7. Compensation and Incentives
PART III: THE NEWER DIMENSIONS OF CONTROL IN RISK AND UNCERTAINTY
8. Coping with IT and the Knowledge Revolutions
9. Increasing Profits with Decreased Risks
PART IV: MATCHING CONTROL SYSTEMS WITH STRATEGIES
10. Strategic as a Guidepost for Controls
11. Differentiated Controls for Differentiated Situations
12. Measuring Performance to Match Strategy: Non-Financial Insights and Balanced Score Cards
PART V: SECTORAL APPLICATIONS
13. Controls in the Financial Sector
14. Control in the Service Industry
15. Multinational, Global, Transnational, and International Organisations
16. Controls in Project Management
17. Controls in Non-profit Organisations
18. Government and Cooperatives in Business
19. Small Business
PART VI: COMING TO GRIPS WITH REAL LIFE
20. Comprehensive Cases

Human Resource Management -Textbooks

MANAGING HUMAN RESOURCES
8th Edition
By Wayne Cascio, University of Colorado-Denver
2009 (February 2008) / 736 pages
http://www.mhhe.com/byars9e

NEW TO THIS EDITION
- Over half of the “HRM in Action” boxes included in each chapter are new, providing current examples that illustrate how actual organizations apply concepts presented in the chapters. Examples of new boxes include dealing with gender, sexual, age, and religious discrimination issues; using the 0*Net to help the blind & visually impaired access career resources; job sharing; and HR related web sites.
- New updates including new coverage of talent management (introduced in Ch. 1 and discussed throughout), the HR scorecard (introduced in Ch. 1 and discussed further in Ch. 11), contingent workers (Ch. 4), software as service—or on-demand software (Ch. 5), virtual classroom (updated example and new exercise in Ch. 8), online self-assessment (new exercise in Ch.10), market-based pay (Ch. 13), Pension Protection Act (PPA) (Ch. 15), medical and health savings accounts (HSAs) (Ch. 15), and preventing violence in the workplace (new exercise in Ch. 16).
HUMAN RESOURCE 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

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

International Edition

HUMAN RESOURCE MANAGEMENT

4th Edition
By H John Bernardin, Florida Atlantic University-Boca Raton
2007 (March 2006) / 736 pages
http://www.mhhe.com/bernardin4e

Human Resource Management: An Experiential Approach, Forth 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
Preface.

Chapter 1 Strategic Human Resource Management in a Changing Environment.
Chapter 2 The Role of Globalization in HR Policy and Practice.

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.
Chapter 11 Pay for 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.

NEW TO THIS EDITION

- Chapters on the Legal context, Occupational Health & Safety and Industrial Relations extensively revised to take into account legislative changes such as WorkChoices.
- Chapter on Workplace Diversity and Work-Life Balance expanded to reflect the 21st century ever-changing workplace environment.
- Chapters on Employee Learning and Employee Development and Career Management extensively rewritten to take into account new research and changes in the Australian national training system.
- Importance of global work placements, offshore workers, outsourcing and expatriation emphasised.

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
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.

CONTENTS
Preface.
1 Human Resource Management.

PART TWO Acquiring Human Resources.
5 Human Resource Planning and Alignment.
6 Job Analysis and Design.
7 Recruitment.
8 Selection.

PART THREE Rewarding Human Resources.
9 Performance Evaluation and Management.
10 Compensation: An Overview.
11 Compensation: Methods and Policies.
12 Employee Benefits and Services.
13 Training and Development.
14 Career Planning and Development.

PART FIVE
15 Labor Relations and Collective Bargaining.
16 Managing Employee Discipline.
17 Promoting Safety and Health.

APPENDIXES, GLOSSARY, INDEXES

NEW

HUMAN RESOURCE MANAGEMENT IN AN INTERNATIONAL CONTEXT
By Rosemary Elizabeth Lucas, Hamish Mathieson and Benjamin Lupton
2007 (January 2007) / 450 pages
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.

FEATURES
- With the use of practical, real life case studies, this text provides students with a sound understanding of the theoretical approaches to the management of people together with an appreciation of their application within different organisational contexts.
- Designed to cater for students studying a Human Resource Management module on undergraduate programmes, or postgraduate programmes as part of an HRM or business degree programme, it is also suitable for students taking the CIPD Managing and Leading People module.
- Combines HRM as the core subject area and OB in one book to present the subjects as an integrated subject area.
- Offers strong pedagogical guidance to aid student learning

CONTENTS
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

INVITATION TO PUBLISH
McGraw-Hill is interested in reviewing manuscript for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com

Fundamentals of Human Resource Management, by Noe, Hollenbeck, Gerhart and Wright is specifically written to provide a complete introduction to human resource management. While it doesn’t cover the depths of human resource management theory, the book is rich with examples and engages students through application. Fundamentals differs from the hardback textbook by the same author team. Instead of a higher level of theory that’s geared towards the HRM majors, this book focuses on the uses of human resources for the general business manager. Issues such as strategy are reduced to give a greater focus on how human resources management is used in the everyday work environment. It provides students with the background necessary to manage human resources effectively and to be able to distinguish good from poor human resource management practices and how they impact business. Instructors are provided with a robust ancillary package that includes a comprehensive instructor's manual, test bank, PowerPoint presentation and a complete Online Learning Center to make course preparation easy.

CONTENTS
Chapter 1 Managing Human Resources
Part I The Human Resource Environment
Chapter 2 Trends in Human Resource Management
Chapter 3 Providing Equal Employment Opportunity and a Safe Workplace
Chapter 4 Analyzing Work and Designing Jobs
Part II Acquiring and Preparing Human Resources
Chapter 5 Planning for and Recruiting Human Resources
Chapter 6 Selecting Employees and Placing Them in Jobs
Chapter 7 Training Employees
Part III Assessing Performance and Developing Employees
Chapter 8 Managing Employees’ Performance
Chapter 9 Developing Employees for Future Success
Chapter 10 Separating and Retaining Employees
Part IV Compensating Human Resources
Chapter 11 Establishing a Pay Structure
Chapter 12 Recognizing Employee Contributions with Pay
Chapter 13 Providing Employee Benefits
Part V Meeting Other HR Goals
Chapter 14 Collective Bargaining and Labor Relations
Chapter 15 Managing Human Resources Globally
Chapter 16 Creating and Maintaining High-Performance Organizations

New

Understanding Employment Relations
By Derek Rollinson, University of Huddersfield and Tony Dundon, National University of Ireland, Galway

2007 (February 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.

FEATURES
- Integrative Sections — The text contains four integrative chapters which examine links between each group of chapters and across the book as a whole. This facilitates a more complete understanding of Employment Relations.
- Comprehensive coverage — The book covers all the main topics of Employment Relations, including both traditional and contemporary issues. There is a particular focus on SMEs and non-unionised organisations as well as other hot topics such as corporate governance.
- Complete teaching package — Each chapter contains a number of features to enrich student understanding and assimilation of topics covered, including self-completed student exercises, short case studies, summary points boxes and review and discussion questions. This rich pedagogy, full, up-to-date topic coverage and integrative learning make this text a complete 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 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
This book aims to discuss the developing theories and concepts of HRM and link them to practice through discussions in the text and additional cases, that run as themes throughout the chapters. This will enable students to link theory to practice and also gain an understanding of current issues in HRM, which is currently lacking in other leading HRM texts. The book is aimed at undergraduate level students who will be studying HRM for the first time. This may be at undergraduate level 1, 2 or 3. The book would also be useful for HND students who study HRM as part of their diploma and as an introduction for Master’s students coming from non-management disciplines onto business courses. The book will be supported by an On-Line learning centre, which will include: § A lecturer’s manual § Power point slides relating to the key points and exhibits in the chapters. § Internet Exercises § Test bank for students § Additional test bank for lecturers § Links to additional web based resources

**CONTENTS**

**Part 1 The Role Of Human Resource Management**
1 Introduction To Human Resource Management
2 Human Resource Planning And Resourcing
3 Work And Job Design

**Part 2 Acquiring And Rewarding Staff**
4 Recruiting The Right People
5 Selecting The Right People
6 Remuneration And Reward

**Part 3 Developing People**
7 Learning, Training And Development
8 Managing And Developing Performance
9 Employee Relations, Participation And Involvement

**Part 4 Effective Human Resource Management**
10 Health, Safety And Employee Well-being
11 Equal Opportunities And Managing Diversity
12 Strategic Human Resource Management
13 Current Issues And New Developments

**International Edition**

**MANAGING HUMAN RESOURCES**

7th Edition

**By Wayne Cascio, University of Colorado, Denver**

2006 / 736 pages


http://www.mhhe.com/cascio7e

Wayne Cascio’s Managing Human Resources, 7/e, is perfect for the general management student whose job inevitably will involve responsibility for managing people. It explicitly links the relationship between productivity, quality of work life, and profits to various human resource management activities and, as such, strengthens the students’ perception of human resource management as an important function, which affects individuals, organizations, and society. It is research-based and contains strong links to the applicability of this research to real business situations.

**CONTENTS**

**Part I ENVIRONMENT**
Chapter 1: Human Resources in a Globally Competitive Business Environment
Chapter 2: The Financial Impact of Human Resource Management Activities
INTRODUCTION TO HUMAN RESOURCE MANAGEMENT
A Guide to Personnel Practice
By Donald Currie
2006 (April 2006) / 352 pages
McGraw-Hill UK CIPD Title

Offering a basic and practical approach to HR and Personnel issues, ‘Introduction to Human Resource Management’ caters for both CIPD students on the Certificate in Personnel Practice and non-CIPD students on foundation degree programmes. This text takes account of the fact that in addition to developing a sound understanding of the relevant underlying ideas, theoretical concepts and matters of professional practice, students at these levels need to develop competence in their practical application. This book is designed, therefore, to achieve an appropriate academic-practical balance.

CONTENTS
PART 1: THE ROLE OF HR IN THE ORGANISATION
Organisations
Human Resource Management
The Role of the HR Professional
Human Resource Planning
Recruitment
Selection
Induction and Retention
PART 2: PEOPLE AND PERFORMANCE
Learning
Human Resource Development
Performance Management
The Employee Relationship
Employee Reward
Health, Safety and Well-being
Diversity and Equality
PART 3: CONTEMPORARY ISSUES IN HR
Aspects of Culture
Work-life balance

HUMAN RESOURCE MANAGEMENT IN ORGANIZATIONS
By Izabela Robinson
2006 (May 2006) / 352 pages
McGraw-Hill UK CIPD Title

Human Resource Management in Organisations provides students with a sound understanding of the theoretical approaches to the management of people together with an appreciation of their application within different organisational contexts. With the use of practical, real life case studies this text 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, providing links for students between these two areas of studies. This text is ideal for use with undergraduates on 2nd or 3rd level HRM or Business Studies courses.

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

HUMAN RESOURCE AND PERSONNEL MANAGEMENT
4th Edition
By Aswathappa, Canara Bank School of Management Studies
2005 (July 2005) / 712 pages
McGraw-Hill India Title

CONTENTS
SECTION ONE
2. Environment of Human Resource Management

SECTION TWO
5. Job Analysis and Design
6. Recruitment
7. Selection
8. Orientation and Placement

SECTION THREE
9. Training and Development
10. Performance Appraisal and Job Evaluation
11. Employee Remuneration
12. Incentive Payments
13. Employee Benefits and Services
14. Executive Remuneration

SECTION FOUR
15. Basic Motivation Concepts
16. Application of Concepts of Motivation
17. Participative Management
18. Employee Communication

SECTION FIVE
MANAGEMENT

19. Employee Welfare
20. Safety and Health
21. Promotions, Transfers and Separations

SECTION SIX
22. Industrial Relations
23. Trade Unions
24. Disputes and their Resolution.

SECTION SEVEN

Bibliography.
Organisation and Name Index.
Subject Index
ACCOUNTING

Human Resource Management - Supplements

ANNUAL EDITIONS: HUMAN RESOURCES
08/09
17th Edition
By Fred Maidment, Western Connecticut State University
2008 (October 2007) / 240 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 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. 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

International Edition

MANAGER’S HOT SEAT ONLINE ACCESS CARD
2nd Edition
By McGraw-Hill/Irwin
2007 (June 2006)

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
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

RECRUITING EXCELLENCE
An insiders guide to sourcing top talent
By Jeff Grout and Sarah Perrin
2005 (June 2005) / 256 pages
McGraw-Hill UK Professional Reference Title

CONTENTS
Introduction: People are your powerhouse
Part I: The strategic environment
Chapter 1 The Business Agenda
Chapter 2: The Candidate’s Agenda
Chapter 3: Strategies for Successful Recruitment
Chapter 4: Alternative sourcing
Chapter 5: Alternatives to recruitment
Chapter 6: Common recruitment failings

Part II: Practical Recruiting
Chapter 7: The recruitment process
Chapter 8: Calling in the cavalry: Recruitment consultancies
Chapter 9: Effective advertising
Chapter 10: CVs and application forms
Chapter 11: Testing times
Chapter 12: Interviewing: technique tips
Chapter 13: Interviewing: effective questioning
Chapter 14: The final selection

Part III: After selection: Getting the best from recruits
Chapter 15: Making the offer
Chapter 16: Effective on boarding
Chapter 17: Re-recruitment
Chapter 18: Firing

MANAGING AND LEADING PEOPLE
By Charlotte Rayner and Derek Adam-Smith
2005 (August 2005) / 208 pages
McGraw-Hill UK CIPD Title

CONTENTS
Introduction: High Performance Organisations (rhetoric)
The Changing Organisational Context and Strategy
Employee Involvement in the Organisational Context (culture/conflict)
Leadership & ethics
Diversity
The Psychological Contract, Empowerment & Flexibility
Performance Management, Motivation and Reward
Job Design

Recruitment and Selection
Learning, Training & Development
Conclusions: High Performance Organisations (the reality)

PEOPLE RESOURCING
3rd Edition
By Stephen Taylor, Manchester Metropolitan University
2005 (August 2005) / 512 pages
McGraw-Hill UK CIPD Title

CONTENTS
1. Introduction to people resourcing
2. The impact of the competitive environment
3. Interacting with employment markets
4. The regulatory environment
5. Human resource planning: methods and applications
6. Human resource planning: relevance and debates
7. Flexibility
8. Job analysis and job design
9. Recruitment advertising
10. Alternative recruitment methods
11. Selection: the classic trio
12. Advanced methods of employee selection
13. The new employee
14. Performance management strategies
15. Performance appraisal
16. Managing absence
17. Staff turnover and retention
18. Redundancy and retirement
19. Dismissals
20. Demonstrating added value
21. 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
http://www.mhhe.com/milkovich9e

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.

NEW TO THIS EDITION

- Every chapter includes updated comparisons of the pay strategies or practices used in specific, named companies.
- Half of the “Your Turn” cases are new to the 9th edition.
- Greater emphasis is given to theoretical advances and evidence from research. Throughout the book, the authors translate this evidence into guidance for improving the management of pay.
- Ethics, values and the apparent absence of standards of conduct in compensation management, so widely reported in today’s headline news and dissected in blogs, are discussed throughout.
- Discussion on new directions in health care, including delivery system updates and growth of alternatives to cut benefit costs is included in Chapter 13.
- Compensation of part-time employees is increasingly important; further discussion on this topic is included in Chapter 14.
- New discussion on ethics and executive compensation: changes in stock options to reflect growing concern about ethical breaches and growing tax consequences is included in Chapter 14.

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
Chapter 10 Special Issues in Training and Employee Development
Chapter 11 Careers and Career Management
Chapter 12 Special Challenges in Career Management
Chapter 13 The Future of Training and Development
Glossary
Name Index
Company Index
Subject Index

TRAINING IN PRACTICE
By Stephen Truelove
2006 (June 2006) / 256 pages
McGraw-Hill UK CIPD Title

Training in Practice deals with the fundamental processes needed by all trainers getting to grips with their role, especially those newly appointed. Through detailed explanations of selected theories, models and techniques, this easily accessible text is particularly suitable for anyone undertaking an introductory level training module, such as the CIPD’s Certificate in Training Practice, or for the training practitioner learning on the job.

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
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.

NEW TO THIS EDITION
 New discussion in Chapters 4 and 6 to account for AFL-CIO break up in 2005 and the resulting formation of the Change to Win federation
 Updated discussion on recent NLRB rulings and other contemporary developments such as organizing outside the NLRA and the importance of Wal-Mart
 New discussion of recent intellectual developments, such as the promotion of non-majority unionism by Charles Morris, and up-to-date references and suggestions for additional reading
 Chapter 2 re-written and revised for a stronger introductory “hook” and for better flow

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

NEW
INTERNATIONAL EDITION

LABOR RELATIONS
10th Edition
By John A Fossam, University of Minnesota-Minneapolis
2009 (July 2008) / 32 pages

(Details unavailable at press time)
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

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.

NEW TO THIS EDITION

- New coverage of Change to Win in Chapter 7. Change to Win is the new federation of unions that split from the AFL-CIO in 2005. This is the most significant change the American Labor Movement has seen in structure and actives since the CIO joined the AFL in 1955, forming the AFL-CIO.
- New emphasis on increased globalization in Chapter 14. Discussion of increased cross national (i.e. cross-border) efforts of multinational corporations and unions is included, as well as discussion of recent international labor rights activities involving NIKE and other companies.
- New coverage of changes and issues in corporate and union collective bargaining strategies in Chapter 8. These changes are a result of recent retrenchments and corporate restructuring in key industries, such as the auto and airline industries.
- Updated throughout with up-to-date examples and illustrations to reflect today’s increasingly globalized economy.
- More complete and up-to-date discussion of how developments at non-union firms, such as IBM and Wal-Mart, impact the unionized sector and collective bargaining.

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

NEW MALAYSIAN INDUSTRIAL RELATIONS AND EMPLOYMENT
6th Edition

By Maimunah Aminuddin, Universiti Teknologi MARA

2007 (July 2007) / 380 pages

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
Cases in Collective Bargaining and Industrial Relations contains 81 cases that vary in length, complexity and numbers of issues. A major objective of the book is to provide a means by which students can apply principles, concepts, and legal considerations to actual decisions and confrontations between labor and management. These cases have been tested in seminars and classes, and are challenging, fascinating learning instruments. As in previous editions, the cases are divided into two parts. Part One presents National Labor Relations Board cases as restructured from published reports of the NLRB and court decisions. Part Two consists of cases adapted from grievance-arbitration decisions.

Contents

1. Improper Interference with Union’s Freedom of Speech
2. Supervisor or Member of Bargaining Unit?
3. Jurisdiction of the NLRB over a Government Contractor
4. Surveillance of the Employee and Nonemployee Union Organizers
5. Withholding a Wage Increase Prior to a Representational Election
6. Independent Contractors or Employees? A Company’s Refusal to Bargain
7. On the Dole: A Refusal to Bargain with a Properly Certified Union
8. Racial/Ethnic Prejudice during a Union Representational Election
9. Waiver to Arbitrate or Unlawful Refusal?
10. Claim of an Inability to Pay Wage Demands: What is Bargaining
11. Was the Employee Involvement Committee a Violation of Labor
12. A Penny Saved Was a Warning Not Earned
13. Termination for Failure to Report Accident or for Solicitation of Employees
14. Causes for Discharge: A Game of Ladders and Questions
15. Discharge for Disruptive Conduct, or for Protected Union Activity?
16. Was the ESOP Leveraged Buyout Proposal Protected Concerted Activity?
17. The Distasteful and Offensive Definition of a “Scab”
18. Deferral to an Existing Arbitration Award: Just Cause or Protected Activity?
19. Did the Employee Have the Right to Have a Union Representative Present?
20. Was Changing the Christmas Bonus Formula an Unfair Labor Practice?
21. Payment of a Signing Bonus to Nonstriking Employees
22. Cross-Collusion between Management and Labor
23. Voluntary Participation Programs and Union Discipline
24. Threats and Subordination, or Performing a Shop Steward’s Job? 25. Judicial Review of the NLRB’s “Punitive” Remedy Concerning the Health Care Plan
26. The Enforcement of No-Solicitation Rules: A Real Whopper
27. Management Teams or Employee Involvement Committees: Authority to Put a Cork in It
28. The Company’s Refusal to Provide a List of Disciplinary Work Rules
29. The Obligation to Reduce the Agreement to a Written Contract
30. Information Requests and the Duty to Bargain Collectively: Not Mickey Mouse
31. A Presumption of Union Interference During a Decertification

Part Two: Case Problems in Union-Management Relations: Cases from Grievance Arbitration / Conflict Resolution, Grievance Procedures, and Arbitration / Selected Bibliography / Index to Cases for Part Two
32. Threatening the Union Dissidents
33. The Grievance-Processing Fee for Nonmembers in a Right-to-Work State
34. The Union’s Letter to Nonmember Employees Who CROSSED the Picket Line
35. Resignation from the Union and Checkoff of Dues
36. Were the Union’s Dissidents an Unlawful Secondary Boycott?
37. Whose Work is it? Case of a Jurisdictional Dispute
38. How Do I Get My Cookies? Information Requests to the Contract
39. Who Should Maintain the Parks and Ballfields?
40. Health Insurance Coverage Unilaterally Changed by Public Employer
41. A Changed Remedy for Misassignments
42. Probation for the Teacher
43. Appeal to Arbitration: A Day Late?
44. Denial of the Safety Incentive Prize
45. Demoted or Reclassified?
46. Voluntary Resignation or Layoff?
47. The Doubtful Worker
48. The Recalled Management Trainee
49. The Right to Bid Down
50. Taking Care of Union Business
51. Sick Leave for Adoption Care
52. An Issue of Reasonable Accommodation
53. Refusal to Post the Union’s Memorandum
54. Terminated for Possessing a Gun
55. Are Teachers Obliged to Supervise Students in the Cafeteria?
56. Anti-Arab Comments: Cause for Discipline?
57. Abuse of a Senior Citizen Resident
58. Ability and Seniority for Promotion: Which Controls?
59. Company Picnic: Employee Benefit or Gratitude
60. An Error in Equalizing the Overtime
61. Forced to Work on a Holiday
62. Full Consideration to Seniority and Qualifications
63. No Accommodation without an Examination
64. Last Chance Violation: Strike Three or Overreaction?
65. Health Insurance Benefits for Same-Sex Domestic Partners
66. Arbitrability of the Scheduling Past Practice
67. How Should the Lead Skycap be Selected?
68. Post-Reinstatement Drug Testing
69. Conflict of Interest Rules and Discharge for News Photographer
70. Sickness and Accident Benefits Denied
71. Self-Defense or Excessive Use of Force
72. Egregious Horseplay
73. No Reporting Pay
74. Who Decides if an Employee is Unable to Work?
75. Internet Kiddie Pornography at Work: Just Cause for Discharge?
76. Unilateral Changes to the Absence Control Policy
77. Wage Concession: Contract Violation or Authorized Wage Freeze?
78. Layoff of the Higher-Seniority Employees
79. Cash Same as Stock? The Case of the 401k Contributions
80. Vacation, or Layoff, During a Shutdown
81. Discharge for Job Abandonment?
International Human Resource Management

INTERNATIONAL BUSINESS
7th Edition
By Charles Hill, University of Washington
2009 (February 2008) / 768 pages
(Contents unavailable at press time)

INTERNATIONAL BUSINESS
11th Edition
By Donald Ball, Wendell 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
(with CESIM Access Card)
[IE with CESIM Access Card]

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—no claim on 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.

NEW TO THIS EDITION
- An innovative and unique set of “Building Your Global Resume” boxes that appear in each of the chapters. Prepared by Bernard Yevin, dean of the Business Informational Technology Division of Forsyth Technical Community College, each box presents valuable tools and insights to help students to build a foundation for entering and excelling in international business activities and careers. These boxes include such issues as finding international job opportunities, building international skills and experience, gaining relevant knowledge and tools to increase success in finding and performing international business jobs, and practical experience and recommendations from

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Website: www.mcgraw-hill.com.sg
global mentors that have successfully pursued careers involving international business activity.

- **iGlobe**: New videos now available with the book on iGlobe, a ground-breaking online video website www.mhhe.com/iglobe where you can download 2-3 “on-demand” PBS videos per month on breaking stories on international business issues. The website is updated with new video selections each month and the videos are archived monthly for easy accessibility. Updated monthly, these streaming videos are complete with teaching notes and discussion questions. Key concepts for each video are identified to save you time! iGlobe is free to adopters of McGraw-Hill/Irwin International Business textbooks. Students can purchase access to these streaming videos online at www.mhhe.com/iglobe for only $10 with a new or used textbook. This is ideal for online courses or for homework assignments outside of class.

- Updated GlobalEDGE Research Tasks, created by Tunga Kiyak and Tomas Hult of the CIBER Center at Michigan State University. These exercises found at the end of each chapter challenge students to solve problems similar to those faced by practicing international business managers and acquaint them with the tools and data real managers use and are ideal for web-based courses. For example, in working on a product launch, students may be asked to compile a list of the top 10 countries in terms of their attractiveness for potential return of FDI. Students can access Internet resources needed to solve the problems by visiting the GlobalEDGE website www.globaledge.msu.edu. (Instructors are given solutions and the URL where the information is located.)


- The world map is now printed on the end sheets of the textbook, offering students an important geographical perspective.

- Chapter 4 has been reorganized to increase focus on international institutions that influence international business.

- Chapter 12 (Labor Forces) and Chapter 20 (Human Resource Management) have been completely reorganized to avoid redundancies and better focus their respective content.

- The chapter on Organization Design and Control (chapter 14) has been moved so that it follows directly after the discussion of strategy, reflecting suggestions of reviewers and users. As a result, the numbering and ordering of chapters 15 through 21 has been modified slightly to improve the organization and flow of content. Chapter 21 has been renamed to Financial Management and Accounting to emphasize an increased emphasis on issues of international accounting in addition to financial management.

**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

**NEW**

**GLOBAL BUSINESS TODAY**

5th Edition

By Charles Hill, University of Washington

2008 (March 2007) / 640 pages

http://www.mhhe.com/hillGBT5e

Charles Hill’s Global Business Today, 5e (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 flow between chapters, (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 four 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. Notable additions to the 5th Edition include: * Chapter 5 has been updated to discuss progress on the current round of talks sponsored by the WTO aimed at reducing barriers to trade, particularly in agriculture (the Doha Round). * Chapter 6 now discusses the slump in foreign direct investment flows that took place in 2001-2004. * The section on the European Union in Chapter 8 has been revised to reflect the fact that ten more member states were admitted on May 1st, 2004. 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**

- Chapter 11, The Strategy of International Business, has been substantially revised to bring it up-to-date with current thinking. There is an entirely new section on the evolution of strategy, and new terminology (examples: localization strategy, global standardization strategy) is highlighted. Significant revisions and rewriting has taken place surrounding the following discussions: financial goals and strategy, global expansion and profitability, expanding the market, and choosing a strategy.

- The new edition includes an extended discussion of the outsourcing of service activities, from software testing and diagnosis of MRI scans to telephone call centers and billing functions, to developing nations such as India and the implications of this development for
international business are explored.

- Up-to-date hot topic coverage includes global terrorism and the attendant geopolitical risks emerging as a threat to global economic integration and activity, the rapid growth of the Chinese market, and the meteoric growth of the global money market.
- Updated statistics on globalization trends (including the growth of foreign trade and investment), national differences in political and economic systems, copyright violations, antidumping cases, global trends in foreign direct investment, and the extent of regional economic integration in the world economy. New/updated discussions include: Barro and McCleary’s research on the connection between religious beliefs and economic growth; exchange rate trends since 1973, including the fall in the value of the dollar that occurred after 2001; the performance of the Euro, particularly against the U.S. dollar; enlargement of the EU and NAFTA; and the current state of the Doha Round of Trade Talks. Chapter 7 also includes a new section on the shift to services in FDI.
- An extended discussion has been added of shifting ideology in policy to FDI, as well as a discussion of recent actions against FDI in Venezuela, Bolivia, the EU and United States.
- Each chapter includes a Closing Case, replaced or updated for this edition. These cases are designed to illustrate the relevance of chapter material for the practice of international business as well as to provide continued insight into how real companies handle those issues. The closing case to chapter 2, for example, looks at how endemic corruption in Indonesia has raised the costs of doing business in that country.
- To help students go a step farther in expanding their understanding of international business, each chapter incorporates two globalEDGE research tasks designed and written by Tunga Kiyuk and the team at Michigan State University’s globalresearch.com site to dovetail with the content just covered.
- iGLOBE is McGraw-Hill/Irwin’s revolutionary new web-based video archive incorporating international business news clips from PBS’s The NewsHour. New clips are added every month, and teaching notes are available for you to use in integrating the segments with your classroom. Students can also subscribe for individual access. www.mhhe.com/iglobepreview
- Improved Instructor’s Resources. A revised Test Bank, including questions tagged to AACSB learning standards, new PowerPoints, and an updated Instructor’s Manual integrating instructions for how to teach using the in-text boxes, DVD clips, and iGLOBE segments are included on the Instructor’s Resource CD.
- Global Business Today interactive modules, which include:
  - Business Around the World. This interactive map lets students conduct research on how business is taking place in any number of various countries and regions.
  - The Global Business Plan, which helps students take their knowledge one step farther into applications, allowing them to build their own business plan one section at a time to prepare for entering a foreign market.
  - Global Business Today exercises, which help bring difficult concepts such as Hofstede’s Study, PPP, and Balance of Payments to life.
  - Video Cases, which showcase issues in international business and include critical-thinking questions that can be printed out and turned in to the instructor to demonstrate understanding.

## International Business

### INTERNATIONAL BUSINESS

**6th Edition**

By Charles W L. Hill, University of Washington

2007 (March 2006) / 768 pages


[IE with OLC & PowerWeb Card]

Market-defining since it was first introduced, International Business 6e by Charles W. L. Hill, continues to set the standard for international business textbooks. In writing the book, Charles Hill draws on his experience in teaching, writing, and global consulting to create the most thorough, up-to-date, and thought-provoking text on the market. Because many issues in international business are complex, the text explores the pros and cons of economic theories, government policies, business strategies, organizational structures, etc. Hill’s: International Business is known for its strong emphasis on strategy, and for maintaining a tight integrated flow between chapters. Hill’s book is practical in nature, focusing on the managerial implications of each topic on the actual practice of international business. The author’s passion and enthusiasm for the international business arena is apparent on every page as he strives to make important theories interesting, informative, and accessible to all students.

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ANNUAL EDITIONS: INTERNATIONAL BUSINESS
14th Edition
By Fred Maidment, Western Connecticut State University
2007 (September 2006) / 240 pages
McGraw-Hill/Dushkin Title
http://www.mhcls.com/text-data/catalog/0073528420.mhtml

This FOURTEENTH 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 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.

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UNIT 4. International Business Operations

UNIT 5. International Business and the Future
The Case Study Handbook
By William Ellet
2007 (March 2007) / 288 pages
A Harvard Professional Reference Title

If you’re enrolled in an executive education or MBA program, you’ve probably encountered a powerful learning tool: the business case. But if you’re like many people, you may find interpreting and writing about cases mystifying, challenging, or downright frustrating. In The Case Study Handbook, William Ellet presents a potent new approach for analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (solving a problem, making a decision, or forming an evaluation) and quickly establish a base of knowledge about a case. Strategies and templates, in addition to several sample Harvard Business School cases, help you apply the author’s framework. Later in the book, Ellet shows how to write persuasive case-analytical essays based on the process laid out earlier. Extensive examples of effective and ineffective writing further reinforce your learning. The book also includes a chapter on how to talk about cases more effectively in class. Any current or prospective MBA or executive education student needs to read this book.

Management Control of Multinational Enterprises in China
By Neale O’Connor
2006 / 296 pages
An Asian Publication

This book aims at developing an understanding of the various contracting and control issues faced by the multinational enterprise. Emphasis is placed on the theoretical determinants of external contracting and the management control of multinational operations. These issues are illustrated with examples and 18 case studies of actual multinational and regional firm operations in China. In particular, you will be able to:

a) Appreciate various theoretical determinants of international business contracting strategies and the organisational structures that complement those strategies;

b) Appreciate the cost/benefit trade-offs that are associated with the various contracting arrangements of foreign direct investment in China; and

c) Appreciate the significance of various managerial accounting and control techniques that can support the various forms of contracting that are used by foreign multinationals in China.

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5 International Transfer Pricing

The China Casebook
By Wilfred R Vanhonacker
2004 / 368 pages
An Asian Publication

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2. Hong Kong’s Airport Express Train
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5. Cyberway Computer Communications Co. Ltd.
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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
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20. Beijing Wangfujing Department Store (Group) Co. Ltd.

Case Study 4: Adams Corporation - Best Mode of Entry for Further Expansion into China / Case Study 5: Ace Style - Best Mode of Entry for Expanding Its Production in China / Case Study 6: XYZ (HK) Ltd - Using a Distributorship versus Retail Outlet Ownership as a Mode of Entry into China / Case Study 7: MHK Ltd - Using a Distributorship versus Branch Office as a Mode of Entry into China

THE CHINA CASEBOOK
INTERNATIONAL MANAGEMENT
Culture, Strategy, and Behavior, 7th Edition
By Fred Luthans, University of Nebraska-Lincoln and Jonathan Doh, Villanova University
2009 (March 2008) / 672 pages
(Details unavailable at press time)

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
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.

NEW TO THIS EDITION
✓ New co-author Paul Beamish is one of the most widely-known and respected scholars in international business. Professor Beamish brings a wealth of research, course development, and teaching experience to this and future editions. His extensive work on International joint ventures and alliances is well-known, as is his expertise in managing in the Asian region, especially China where he has been a constant researcher and consultant since the 1970s to the present day. At the University of Western Ontario’s Ivey School of Business, he has served as Associate Dean for Research as well as being the founding director of Ivey’s Asian Management Institute.
✓ Over half of the case studies and half of the readings are new to this edition, keeping the book current.

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Part 3: The Managerial Implications
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synergy/connection between the text’s four parts: Environment (3 chapters), Culture (4 chapters), Strategy and Functions (4 chapters), and Organizational Behavior/Human Resource Management (4 chapters).

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Chapter 17: Ethics and Social Responsibility for International Firms

International Edition

INTERNATIONAL MANAGEMENT

Managing in a Diverse and Dynamic Global Environment

By Arvind V Phatak, Exec. Director of Institute of Global Management Studies, Rabi S. Bhagat and Roger Kashlak

2005 / 872 pages


http://www.mhhe.com/phatak1e

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International Edition

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 Devinney, Australian Graduate School of Management, University of New South Wales
2001 / 608 pages
www.mhhe.com/more

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Business and Society

NEW

BUSINESS, GOVERNMENT AND SOCIETY
A Managerial Perspective, 12th Edition
By George A Steiner and John Steiner of University of California-Los Angeles
2009 (April 2008) / 656 pages
(Details unavailable at press time)
New cases: the authors include 10 new introductory cases, 12 new discussion cases, and 3 new full-length cases.

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International Edition
BUSINESS, GOVERNMENT AND SOCIETY
A Managerial Perspective, 11th Edition
By George A. Steiner and John F. Steiner of University of California - Los Angeles
2006 / 656 pages
http://www.mhhe.com/steiner11e

Business, Government and Society, by Steiner and Steiner, was one of the very first books in this course area and has benefited greatly from the reputation of its authors. George Steiner, the father in this father-and-son team, is one of the pioneers in the field. The text includes coverage of all the distinct content areas and is known for its inclusion of historical background. Each chapter has three elements; (1) a beginning story to illustrate central themes, (2) explanatory text, and (3) a case study inviting debate about events related to the subject area. One of the most complete on the market, the 10th Edition of Business, Government and Society not only covers the stakeholder theory, but also covers a total of four theoretical models for analyzing the actions and duties of corporations.

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Chapter 18: Adarand vs. Pena
Chapter 19: Cendant Shareholders Attack Executive Pay (New)

International Edition
AN INTRODUCTION TO BUSINESS ETHICS
3rd Edition
By Joseph DesJardins, College of Saint Benedict
2009 (April 2008) / 304 pages

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
Students can purchase a cost-saving alternative to their traditional printed textbook with a Zinio ebook.
FEATURES

- Cases and examples have been updated throughout to provide a more “real world” approach to learning and teaching business ethics. Now included are new discussions of Wal-Mart, Nike, sweatshops, pharmaceutical safety and advertisements, the University of Michigan affirmative action case, as well as expanded discussions of Enron and other recent corporate scandals.
- Chapter one has been significantly re-written to provide more clarity and thorough introduction to the field of business ethics.
- Chapter two now provides better clarity on the practical relevance of ethical theories.
- Pedagogical improvements for each chapter include chapter objectives, concluding reflections on the opening discussion case, as well as more discussion and chapter review questions.
- The chapter on international business examines in depth the ethical debates surrounding the issues of globalization and international trade.
- Each chapter begins with a Case Study, providing immediate application of business ethics topics.
- The diversity of the field is recognized in the perspectives of management, employees, consumers, owners, and citizens.
- A unique chapter is devoted to questions of the meaning and value of work itself – questions which have only recently begun to attract the attention of business ethicists.
- Chapter 6 on employment issues discusses the Enron case and organizes a commonly disorganized group of issues (professional responsibility, conflicts of interest, trust, loyalty, whistle-blowing, insider trading, honesty) into a more coherent treatment of employee responsibilities.
- A two-chapter treatment of marketing ethics provides a distinctive introduction to the field.

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- Discussion cases. Topical and relevant to each chapter, (with questions) they allow application of the chapter content to other case scenarios.
- Comprehensive Supplements. Full complement of supplemental material— instructor’s manual, test bank, powerpoints, and videos.
- Frontline Focus Boxes. Appear in each chapter to present real-life hypothetical scenarios that resonate with frontline employees.

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NEW
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
http://www.mhhe.com/busethics

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 curricula 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.

FEATURES
- Broad, sophisticated language that results in an accessible, manageable approach to teaching and learning the fundamentals of business ethics
- Demonstrates how ethics plays into each business area, from marketing to corporate governance to impact on environment. It teaches students relevant theory, as well as the decision-making process for applying what they learn to the real world.
- Decision Points is a pedagogical feature that reinforces the AACSB focus on demonstrating student learning. This feature teaches ethics as a method for leadership decision making in everyday business decisions by presenting real-life business situations and encouraging students to make the call. Each chapter opens with a decision point that is then resolved at the end of the chapter. Decision points are also sprinkled throughout each chapter as a way to help refine students’ critical thinking skills.
- Reality Checks highlight real-life situations of business applications. They are examples of how these particular processes are applied in a timely – straight from the headlines – business situation.
- Readings and scenarios are often drawn from current headlines, are relevant to students’ experiences and are chosen to offer a compelling additional perspective to the business environment.
- Varied end-of-chapter problems address a variety of teaching and learning styles through web problems, challenging scenarios, projects and short answer questions.

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
NEW TO THIS EDITION

- Discussion of Increases in Competitive Pressures: Ethical problems go beyond the financial industry. Since the last edition, ethical problems spread to other sectors, including the pharmaceutical, electronics, insurance, and accounting industries. New discussion and examples of such downfalls are featured in the Sixth Edition. Profiled companies include Merck and Guidant, Hewlett Packard, Aetna, UnitedHealth, WellPoint, and KPMG.
- Discussion of Increases in Diverse Standards: It is important to recognize that in today’s global economy, students will work with people from different cultures, whose norms, beliefs and values are different. It is no longer enough for an employee to decide what he or she will do based upon his or her personal moral standards. He or she must logically convince others, who frequently have different norms, beliefs and values, in order to save his or her career. The Sixth Edition explains that logically convincing others requires a logical pattern of analysis that combines economic outcomes, legal restrictions and ethical principles.
- New Cases: Moving away from the earlier financial manipulations of Enron, Tyco and WorldCom, the Sixth Edition includes cases focusing on new cover-ups of product defects (Merck), the design of tax schemes (KPMG), and the tolerance of environmental harm (Texas Utilities).

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 Fairfield University
2008 (October 2007) / 432 pages

ANNUAL EDITIONS: BUSINESS ETHICS 07/08
19th Edition
By John Richardson, Pepperdine University - Los Angeles
2008 (March 2007) / 240 pages

NEW TO THIS EDITION

- Discussion of Increases in Competitive Pressures: Ethical problems go beyond the financial industry. Since the last edition, ethical problems spread to other sectors, including the pharmaceutical, electronics, insurance, and accounting industries. New discussion and examples of such downfalls are featured in the Sixth Edition. Profiled companies include Merck and Guidant, Hewlett Packard, Aetna, UnitedHealth, WellPoint, and KPMG.
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- New Cases: Moving away from the earlier financial manipulations of Enron, Tyco and WorldCom, the Sixth Edition includes cases focusing on new cover-ups of product defects (Merck), the design of tax schemes (KPMG), and the tolerance of environmental harm (Texas Utilities).

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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
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?
2. Business Ethics: Back to Basics
New! 3. A Measure of Success? Ethics After Enron
New! 4. The Ethics of Business
5. Why Good Leaders Do Bad Things
New! 6. Ethical Leadership
Unit 2 Ethical Issues and Dilemmas in the Workplace
Part A. Employee Rights and Duties
New! 7. Your Privacy For Sale
Part B. Organizational Misconduct and Crime
New! 9. The Great Data Heist
10. Corruption: Causes and Cures
Part C. Sexual Treatment of Employees
Part D. Discrimination and Prejudicial Practices
12. The Under-Reported Impact of Age Discrimination and Its Threat to Business Vitality
New! 13. Pathways to Power
15. 50 and Fired
Part F. Whistleblowing in the Organization
New! 16. Learning to Love Whistleblowers
17. On Witnessing a Fraud
Part G. Handling Ethical Dilemmas at Work
18. Birth of the Ethics Industry
New! 19. When the Boss Trumps Internal Controls
20. The Parable of the Sadhu
Unit 3 Business and Society: Contemporary Ethical, Social, and Environmental Issues
Part A. Changing Perspectives in Business & Society
21. Does It Pay To Be Good?
22. Trust in the Marketplace
New! 23. Employers Expand Elder-Care Benefits
New! 25. A Special Effort, Michael Corkery
Part B. Contemporary Ethical Issues
26. Eminent Domain: Is It Only Hope for Inner Cities?
New! 27. The Decency Police
Part C. Global Ethics
28. Values in Tension: Ethics Away From Home
29. Managing Ethically with Global Stakeholders: A Present and Future Challenge
New! 30. Japan’s Diversity Problem
New! 31. How Barbie is Making Business a Little Better
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Part A. Marketing Strategy and Ethics
32. The Perils of Doing the Right Thing
33. Is Marketing Ethics an Oxymoron?
New! 34. Marketing, Consumers and Technology: Perspectives for Enhancing Ethical Transactions
New! 35. Financial Scams Expected to Boom as Boomers Age
New! 36. Lies, Damn Lies, and Word of Mouth
Part B. Ethical Practices in the Marketplace
37. Managing for Organizational Integrity
New! 38. A Culture of Integrity
New! 39. Pssssss! Have You Tasted This?
New! 40. Swagland
Unit 5 Developing the Future Ethos and Social Responsibility of Business
New! 41. Creating an Ethical Culture
42. Hiring Character
New! 43. The Greening of Work
New! 44. The True Measure of a CEO

International Edition

BUSINESS ETHICS
A Global and Managerial Perspective, 2nd Edition
By David J Fritzsche, Pennsylvania State University - Malvern
2005 / 240 pages

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

International Edition

PERSPECTIVES IN BUSINESS ETHICS
3rd Edition
By Laura Hartman, DePaul University
2005 / 816 pages

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

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New Edition

Organization Theory

By Ken Friedman and David Jaffee, University of North Florida

2008 (February 2008) / 448 pages
McGraw-Hill UK Title

This European edition of Introduction to Organisation Theory provides a compelling introduction to the subject, analysing the development and evolution of organisational theories, forms and practices. Using up-to-date European examples and applications from a wide variety of organisations, this text emphasises the tensions, contradictions and paradoxes inherent in all organisational arrangements. In addition to the classic themes such as scientific management, human relations, rational bureaucratic models and environmental models Introduction to Organisation Theory explores emerging organisational forms based on lean production, networks, information technology, corporate cultures, commodity chains, and post-modernism.

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Chapter 1: Introduction
Chapter 2: Conceptual Framework for the Analysis of Organization Theory
Chapter 3: The Rise of the Factory System
Chapter 4: The Human Organization
Chapter 5: Bureaucracy, Rationalisation and Organization Theory
Chapter 6: Emerging Organizational Forms: Beyond Fordism
Chapter 7: Emerging Organizational Paradigms: Postbureaucracy, Culture, and Knowledge
Chapter 8: Technology and Organizational Transformation
Chapter 9: The Environment and the Organization
Chapter 10: Interorganizational Dynamics: Markets, Hierarchies, and Networks
Chapter 11: The Future of Organization and Postmodern Analysis

International Edition

Organizational Theory

Tension and Change

By David Jaffee, University of North Florida

2001
(Out of Print)

CONTENTS
Part 1. Introduction: Definitions And Conceptions
Chapter 1 Organization: Elements, A Definition And Images
Chapter 2 Classical Social Theory And Organizational Analysis

Chapter 4 Levels Of Organizational Analysis And Transaction
Chapter 5 Tension #: Controlling The Human Factor
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Chapter 7 Paradox: The Underlying Source Of Organizational Tension

Part 3. The Rise Of The Factory System
Chapter 8 Introduction
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Chapter 10 The Real Subordination Of Labor: Disciplining The Human Factor
Chapter 11 Scientific Management In Theory
Chapter 12 Scientific Management In Practice: The Hoxie Study
Chapter 13 Scientific Management: The Broader Context

Part 4. The Human Organization
Chapter 14 The Hawthorne Revelations And Beyond
Chapter 15 Hawthorne And The Revision Of Organization Theory
Chapter 16 Chester & #8217;s World: Barnard & #8217;s Theory Of Organization And Management
Chapter 17 Humanistic Management Practice
Chapter 18 Leadership

Part 5. Bureaucracy, Rationalization, And Organization Theory
Chapter 19 Weber And The Rational-bureaucratic Model
Chapter 20 Weber And The Dilemma Of Authority
Chapter 21 Bureaucratic Dysfunctions And Unintended Consequences
Chapter 22 Operationalizing The Rational Model: Administrative Science
Chapter 23 Bureaucratic Rationalization And Domination
Chapter 24 Mcdonaldization: Diffusion Of The Bureaucratic Ethos
Chapter 25 The Charges Against Bureaucracy

Part 6. Emerging Organizational Forms: Beyond Fordism
Chapter 26 Fordism
Chapter 27 Toward Alternative Organizational Models
Chapter 28 The Flexibility Paradigm

Part 7. Emerging Organizational Paradigms: Post- Bureaucracy, Culture, And Knowledge
Chapter 29 Postbureaucratic Organization
Chapter 30 Organizational Culture
Chapter 31 The Learning Organization
Chapter 32 What’s Happening On The Ground?

Part 8. Technology And Organizational Transformation
Chapter 33 Technology And Organization Theory
Chapter 34 Entering The Age Of The Smart Machine
Chapter 35 Technology And Organizational Change
Chapter 36 The Virtual Organization

Part 9. The Environment And The Organization
Chapter 37 Theory
Chapter 38 Population Ecology Theory
Chapter 39 Resource Dependence Theory
Chapter 39 Environmental Influences On Public-sector Organizations
Chapter 40 Institutional Theory

Part 10. Inter-organizational Dynamics - Markets, Hierarchies And Networks
Chapter 42 The Markets And Hierarchies Approach
Chapter 43 Between Market And Hierarchy: Theoretical Rationales
Chapter 44 To Vertically Disintegrate Or Not To Vertically Disintegrate: Gm And Delphi
Chapter 45 Disintegration And Alternative Arrangements
Chapter 46 Alliance Capitalism: The Rise And Demise Of The Keiretsu
Chapter 47 The Spatial Dimension
Chapter 48 Recent Developments: Supply Chains And Real Options

Part 11. The Future Of Organization And Postmodern Analysis
Chapter 49 Modernist And Postmodernist Approaches
Chapter 50 Organizational Implications Of Postmodernism
Chapter 51 Blur: Postmodernism Popularized

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In recent years change has come to the forefront of management thinking because it is seen as an integral part of how companies survive and grow in competitive markets. How and why change occurs and how this process can be managed effectively is a complex subject area. This text seeks to offer a critical perspective that challenges all the main assumptions whilst ensuring that the complexity of the subject remains clear, and the key concepts are accessible. It is designed to cover all the key elements of change, looking not just at an organisational and team level but also at the individual. It includes a range of pedagogical features including case studies, examples, chapter objectives, exercises, chapter conclusions and further reading suggestions, designed to make this traditionally complex area more student-friendly.

CONTENTS
Introduction
History and Change Management
Classifying Change
Causes and Contexts of Change
Strategic Change
Changing Organisational Forms
Cultural Change
Technological Change
Individual and Organisational Change
Resistance to Change
Group and Team Based Change
Leading Change
Communicating Change
Control and Change
Learning and Change
Conclusions
References
Leadership

NEW

Leadership: Enhancing the Lessons of Experience, 6th Edition
By Richard Hughes and Robert Ginnett of Center for Creative Leadership and Gordon Curphy
2009 (February 2008) / 600 pages
http://www.mhhe.com/hughes6e
(Details unavailable at press time)

NEW

Leadership: Enhancing the Lessons of Experience, 6th Edition
By Richard Hughes and Robert Ginnett of Center for Creative Leadership and Gordon Curphy
2009 (February 2008) / 600 pages
http://www.mhhe.com/hughes6e
(Details unavailable at press time)

NEW

Leaders and the Leadership Process
By Jon Pierce and John Newstrom of University of Minnesota-Duluth
2008 (November 2007) / 544 pages
http://www.mhhe.com/pierce5e
Pierce and Newstrom’s Leaders and the Leadership Process, 5e is 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 exercise, 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.

NEW TO THIS EDITION
- Readings and figures were updated throughout the Fifth Edition to bring fresh new perspectives on leadership; new reading topics include:
  - Ethical Leadership;
  - Leader Emergence and Gender Roles in All-Female Groups;
  - Relationships Between Leader Reward and Punishment Behavior;
  - Group Processes and Productivity;
  - Leader Self-Sacrifice and Leadership Effectiveness;
  - Meta-Analysis of the Relationship Between Kerr and Jermier’s
CONTENTS

PART I LEADERSHIP IS A PROCESS, NOT A POSITION
1. Leadership is Everyone's Business
2. Leadership Involves an Interaction between the Leader, the Followers, and the Situation
3. Leadership is Developed through Education and Experience
4. Assessing Leadership and Measuring its Effects

PART II FOCUS ON THE LEADER
5. Power and Influence
6. Leadership and Values
7. Leadership Traits
8. Leadership Behavior

PART III FOCUS ON THE FOLLOWERS
9. Motivation, Satisfaction and Performance
10. Groups and Teams

PART IV FOCUS ON THE SITUATION
11. Characteristics of the Situation
12. Contingency Theories of Leadership
13. Leadership and Change

PART V LEADERSHIP SKILLS

I BELIEVE I CAN FLY
The Story of Xinmin
By Koh William
2002 (November 2002)
An Asian Publication

CONTENTS
Foreword
Preface
Chapter 1: Introduction and a Brief History of Xinmin
Chapter 4: The New Xinmin and a Short Prognosis
Chapter 5: Staff Profile and Quantitative Analyses
Chapter 6: Lessons Learnt
Appendix 1 Tables
Appendix 2 Teachers' Reflections
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About the Author

Negotiation

HOW TO NEGOTIATE ANYTHING WITH ANYONE ANYWHERE AROUND THE WORLD
3rd Edition
By Frank Acuff
2008 (March 2008) / 320 pages
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 saavy you need to negotiate with finesse 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.

International Edition

ESSENTIALS OF NEGOTIATION
4th Edition
By Roy J. Lewicki, Ohio State University, David M. Saunders, University of Calgary, Bruce Barry, Vanderbilt University — Nashville and John W. Minton, Havatav Associates
2007 (June 2006) / 288 pages

http://www.mhhe.com/lewickinegotiation

ESSENTIALS OF NEGOTIATION, 4e is a short paperback derivative from the main text, NEGOTIATION, 5e. It 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. Fourteen of the 20 chapters from the main text have been included (about half have been shortened by about 1/3) for this volume. Chapters are shortened by removing more ‘academic’ material and some of the boxes. This effectively leaves the message and theories
of negotiation intact.

CONTENTS
Chapter 1 – The Nature of Negotiation.
Chapter 2 – Strategy and Tactics of Distributive Bargaining.
Chapter 3 – Strategy and Tactics of Integrative Negotiation.
Chapter 4 – Negotiation, Strategy and Planning.
Chapter 5 – Perception, Cognition and Emotion.
Chapter 6 – Communication.
Chapter 7 – Finding and Using Negotiation Power.
Chapter 8 – Influence.
Chapter 9 – Ethics in Negotiation.
Chapter 10 – Relationships in negotiation.
Chapter 11 – Multiple Parties and Teams.
Chapter 12 – International and Cross-cultural Negotiation.
Chapter 13 – Managing Negotiation Impasses.
Chapter 14 – Best Practices in Negotiation.

NEGOTIATION
Readings, Exercises and Cases, 5th Edition
By Roy Lewicki, Ohio State University, Bruce Barry, Vanderbilt University—Nashville and David Saunders, University of Calgary
2006 / 768 pages
http://www.mhhe.com/lewickinegotiation
Negotiation is a critical skill needed for effective management. NEGOTIATION 5/e explores the major concepts and theories of the psychology of bargaining and negotiation, and the dynamics of interpersonal and intergroup conflict and its resolution. It is relevant to a broad spectrum of management students, not only human resource management or industrial relations candidates.

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
An Asian Publication
CONTENTS
Chapter 1: Introduction to Negotiation and Culture
Chapter 2: Negotiating with the Chinese
Chapter 3: Negotiating with the Japanese
Chapter 4: Negotiating with the Indians
Chapter 5: Cross-case Analysis - The F.R.A.M.E. Approach to Strategic Negotiation
Chapter 6: The Dos and Don'ts in Negotiations
Small Business Management

Chapter 1 The Growing Importance of Small Business
Chapter 2 Challenging Opportunities in Small Business
Chapter 3 Forms of Ownership of Small Business
Chapter 4 Becoming the Owner of a Small Business
Chapter 5 Planning, Organizing and Managing a Small Business
Chapter 6 Developing Marketing Strategies
Chapter 7 Imitation with a Twist: Uniquely Small Business Strategies for Success Appendix: Industry Analysis
Chapter 8 Business Plans: Seeing Audiences and Your Business Clearly Appendix: The Elevator Pitch

Part 2 Marketing in the Small Business
Chapter 9 Product and Pricing
Chapter 10 Promotion: Capturing the Eyes of Your Market
Chapter 11 Distribution and Location
Chapter 12 Marketing Plans: Saying How You’ll Get Sales Appendix (TBD) Marketing Plan

Part 3 Cash, Accounting, and Finance in the Small Business
Chapter 13 Accounting for Small Business
Chapter 14 Cash: Lifeblood of the Business
Chapter 15 Finance for Small Business
Chapter 16 Assets: Inventory and Operations Management
Chapter 17 Protection: Handling Risks Using Management and Insurance

Part 4 Management and Organization in the Small Business
Chapter 18 Legal Issues in the Small Business
Chapter 19 Human Resource Management in the Small Business
Chapter 20 Achieving Success in the Small Business.


International Edition

SMALL BUSINESS MANAGEMENT
An Entrepreneur's Guidebook, 5th Edition

By Leon Megginson and Mary Jane Byrd of University of Mobile and William L. Megginson, University of Oklahoma-Norman

2006 / 544 pages
[IE with OLC and Premium Card]

http://www.mhhe.com/megginson5e

Operating any business is complex and challenging, but it provides interesting, creative, and rewarding experiences. Small Business Management, Fifth 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. All three authors, Megginson, Byrd and Megginson, have had meaningful experiences in the “real world” as an owner, manager or employee of one or more small businesses.

CONTENTS

PART I The Dynamic Role Of Small Business
Chapter 1 The Heart of Small Business
Chapter 2 Small Business Ethics: A Key to Long-Term Success
Chapter 3 Small Business Entrepreneurs: Characteristics and Competencies
Chapter 4 Creativity, Opportunity, and Feasibility Appendix: Feasibility Study
Chapter 5 Paths to Part-Time Entrepreneurship
Chapter 6 Paths of Entry into Small Business
Chapter 7 Imitation with a Twist: Uniquely Small Business Strategies for Success Appendix: Industry Analysis
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Chapter 17 Protection: Handling Risks Using Management and Insurance

Part 4 Management and Organization in the Small Business
Chapter 18 Legal Issues in the Small Business
Chapter 19 Human Resource Management in the Small Business
Chapter 20 Achieving Success in the Small Business.


International Edition
and Their Representatives

PART V How To Operate The Business
Chapter 11 Obtaining and Laying Out Operating Facilities
Chapter 12 Purchasing, Inventory, and Quality Control

PART VI Basic Financial Planning and Control
Chapter 13 Profit Planning
Chapter 14 Budgeting and Controlling Operations and Taxes
Chapter 15 Using Computer Technology in Small Businesses

PART VII Providing Security For The Business
Chapter 16 Risk Management, Insurance, and Crime Prevention
Chapter 17 Maintaining Good Government Relations and Business Ethics
Chapter 18 Planning for the Future of Family-Owned Businesses

Entrepreneurship

ENTREPRENEURSHIP SMALL BUSINESS
2nd Edition
By Jerry Katz, Saint Louis University and Richard Green, University of the Incarnate Word

2009 (January 2008) / 704 pages
(with Business Week Sub Card)
http://mhhe.com/katz2e
(Details unavailable at press time)

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

NEW

International Edition

ENTREPRENEURSHIP
7th Edition
By Robert Hisrich, University Case Western Reserve

2008 (December 2006) / 640 pages
http://www.mhhe.com/hisrich7e

Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of ‘how to’ embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today’s entrepreneurial challenges. From Bob Hisrich’s expertise in global entrepreneurship to Mike Peter’s background as a both a real-life entrepreneur and academic to Dean Shepherd’s current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

NEW TO THIS EDITION

• There is increased coverage of the entrepreneurial mindset in Chapter 2 as well as coverage of effectuation and cognition.
• Chapter 6 has a focus on intellectual property issues as well as legal issues. There are major updates in the laws related to patents, trademarks, and copyrights and the role of the internet as a search tool and for downloading material for filing. The material on the Sarbanes-Oxley Act has also been updated.
• Chapter 10, The Financial Plan, has been improved by including a simple example of a small manufacturer preparing a budget that is carried throughout the chapter to make the financial section easier for students to understand. From the budget students can see how the entrepreneur develops the proforma statements (income statement, cash flow statement, and balance sheet). All of the numbers are based on the one simple example making it much easier for students to follow and to understand how each statement is prepared. A break even is also calculated for this same example.
• New Chapter 15, Going Global, addresses the important area of global entrepreneurship. In this new chapter, motivations to go global are addressed and strategies are presented and additional considerations in going global are discussed. Entrepreneurial entry strategies in entering a new country are presented and additional partnering is addressed.
• Chapter 17, Ending the Venture, has been updated to include new regulations regarding bankruptcy. There is a stronger emphasis on the succession of the business with a table on succession planning tips. In addition, the authors have added a section on “Options for Selling the Business” which includes actual steps or strategies on selling the venture.
• New end-of-part cases have been added (17 total cases) to make the text as current as possible. New cases include Grill-Kleen Corporation which emphasizes product development and market selection for a start-up firm, and Top Human which is a Chinese company run by a very high potential woman entrepreneur focusing on starting and expanding their business in China.
New Ethics boxes... including Ch. 6 that focuses on the legal issues related to file sharing and downloading of music

CONTENTS

PART 1 THE ENTREPRENEURIAL PERSPECTIVE
1 The Nature and Importance of Entrepreneurship
2 The Entrepreneurial Mind-Set
3 Entrepreneurial Intentions and Corporate Entrepreneurship
4 International Entrepreneurship Opportunities

PART 2 CREATING AND STARTING THE VENTURE
5 Creativity, the Business Idea, and Opportunity Analysis
6 Intellectual Property and Other Legal Issues for the Entrepreneur
7 The Business Plan: Creating and Starting the Venture
8 The Marketing Plan
9 The Organizational Plan
10 The Financial Plan

PART 3 FINANCING THE NEW VENTURE
11 Sources of Capital
12 Informal Risk Capital, Venture Capital, and Going Public

PART 4 MANAGING, GROWING, AND ENDING THE NEW VENTURE
13 Entrepreneurial Strategy: Generating and Exploiting New Entreprenưes
14 Strategies for Growth and Managing the Implications of Growth
15 Going Global 16 Accessing Resources for Growth from External Sources 17 Ending the Venture

INTERNATIONAL EDITION

ENTREPRENEURIAL SMALL BUSINESS
By Jerry Katz, St Louis University
2007 (December 2005) / 672 pages
[IE with OLC and Premium Card]

This book is geared to give students a clear vision of small business as it really is today. It focuses on the kinds of businesses that students might actually start, instead of giving information about high growth firms. The goals of the companies described in this text are 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. ESB recognizes the distinction between entrepreneurs who aim to start the successor to Amazon.com or the pizza place on the corner and focuses on the challenges facing entrepreneurs, while keeping focused on the small businesses they plan to create or enter. Most postsecondary school graduates are now starting small business, not high-growth or high-tech entrepreneurial firms. This book addresses the need to focus on the distinctive nature of small business.

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Part 1 Entrepreneurs, Ideas and Plans: The Basis of Small Business
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Chapter 3 Small Business Entrepreneurs: Characteristics and Competencies
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Chapter 5 Paths to Part-Time Entrepreneurship
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Chapter 8 Business Plans: Seeing Audiences and Your Business Clearly Appendix: The Elevator Pitch

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Part 4 Management and Organization in the Small Business
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Chapter 20 Achieving Success in the Small Business

This new 7th Edition of New Venture Creation: Entrepreneurship for the 21st Century, is the most heavily revised edition since its existence, yet it still maintains the market defining “Timmons Model of the Entrepreneurial Process.” As always, Timmons & Spinelli cover the process of getting a new venture started, growing the venture, and successfully harvesting it. Through text, case studies, and hands-on exercises, this how-to text guides students in discovering the concepts of entrepreneurship and the competencies, skills, tools, and experience to equip students to successfully launch a new venture and recognize entrepreneurial opportunities. The authors recognize that there is no substitute for actually starting a company, but believe that it is possible to expose students to many of the vital issues and immerse them in key learning experiences.

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Part One: The Entrepreneurial Mind for an Entrepreneurial Society.
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Part Four: Financing Entrepreneurial Ventures.
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Part Five: Startup and Beyond.
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ENTREPRENEURSHIP AND SMALL FIRM

4th Edition

By David Deakins, University of Paisley and Mark Frebel

2005 (September 2005) / 360 pages
McGraw-Hill UK Title

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Chapter 2: Entrepreneurial activity and the economy (include international perspective)
Chapter 3: Diversity in Entrepreneurship: The role of women & ethnic minorities
Chapter 4: Sources of Finance: Overview of Issues and Debt Finance
Chapter 5: Finance: VCs and BAs
Chapter 6: Innovation and Entrepreneurship
Chapter 7: Information and Communication Technologies and E-Business
Chapter 8: Growth
Chapter 9: International Entrepreneurship
Chapter 10: Family businesses
Chapter 11: Issues in Business Start-up
Chapter 12: Preparation for Business Start-up
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, start-up costs, financial ratios, budget assumptions and monthly cash flow.
  - A personal, business mentor to guide you through the planning process.
  - A Mentor’s Office that contains all of the CD-ROM’s resources in one easy-to-access location. Search the glossary, find a valuable resource or a sample business plan, watch a video of an entrepreneur’s success story... and more.

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.
of new and updated illustrations, which clarify the most difficult topics, make this text the best resource for your students.

NEW TO THIS EDITION

- **Learning from Mistakes** – Unlike any other text on the market, Dess/Lumpkin/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. All Learning from Mistakes features are new or updated for this edition. E.g. Ch. 1: Ford’s strategic mistakes with the once #1 bestselling car – Ford Taurus, and its very rapid decline in sales.

- **Reflecting on Career Implications** – Every chapter provides 4 – 6 examples on how understanding of key concepts helps business students early in their careers. This unique feature, located before the Summary of each chapter, shows students the immediate relevance and value of studying and understanding strategy concepts. E.g. Ch. 3 shows students how to apply the Value Chain Matrix to students own lives. “How do you as the student add value to your organization? How could you add more value?” are a great new way to engage students in this course.

- **More Visual Presentation of Difficult Concepts** – Our updated art program for this edition provides more exhibits and visual presentations of the complex concepts covered to support student comprehension of even the most difficult topics in every chapter.

- **Updated Contemporary Management Topics** – This edition has been thoroughly updated to reflect the latest management thought and research. New hot topics included in this edition include “ambidextrous behavior” (Ch. 1), potential “downside” of the balanced scorecard (Ch. 3), social networks and their implication for knowledge management and career success (Ch. 4), strategies to develop, and retain Generation Y employees (Ch. 4), and of protecting intellectual property (Ch. 4), “regionalization” (Ch. 7), entrepreneurial strategy and competitive dynamics (Ch. 8), “backdating” of stock options (Ch. 9), and McGrath and Keil’s work on the value captor’s processes (Ch. 12).

- **Additional Experiential Exercises** – Co-authored by our text author, two detailed experiential exercises on “Atkinson Company” and “Plastico” have been added to this edition of the text. Both have been successfully used to drive home key course concepts and have a strong “game” component that students will enjoy.

- **Marginal Key Terms** – Key Terms for each chapter are defined in the margins and have been added to improve student understanding of core strategy concepts. The Key Terms are also listed in the end-of-chapter material with page references.

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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

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Updated Case Lineup – This edition provides 11 new cases and the remaining have been updated as appropriate to "maximize freshness" and minimize instructor preparation time. New cases for this edition include well known companies such as Caribou Coffee, eBay in Asia, Nintendo, Rocky Mountain Chocolate Factory, and Apple.

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38. Ford Motor Company
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NEW TO THIS EDITION
³ Total Case Update: The 16th edition provides 31 cases of which 28 are newly-written, diverse, timely, and thoughtfully-crafted cases. The 3 cases that were carried over are timeless classics that teach so exceptionally well that including them again made perfect sense: Robin Hood case, Dilemma at Devil’s Den and Smithfield Foods.

³ Unparalleled Case Lineup: The case lineup provided with this text is unmatched in its diversity, timeliness, and selection of thoughtfully-crafted cases.

³ Diversity in the length of cases: Close to four 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.

³ Diversity in selection of Company Size/Industry/Origin: 2 “dot-com” and 2 cases involving companies with big online operations, thus giving students ample opportunity to wrestle with e-commerce strategy issues. 5 cases are dealing with the strategic problems of family-owned or relatively small entrepreneurial businesses. 22 cases

New to This Edition

CRAFTING AND EXECUTING STRATEGY: THE QUEST FOR COMPETITIVE ADVANTAGE
Concepts and Cases, 16th Edition

By Arthur Thompson and Strickland III of University of Alabama-Tuscaloosa and John Gamble, University of South Alabama Mobile

2008 (September 2007) / 1184 pages

http://www.mhhe.com/thompson

Thompson, Strickland and Gambles’, CRAFTING AND EXECUTING STRATEGY, 16e 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, 16e provides an unparalleled case line up. (1) (2) The selection of cases is diverse, timely, and thoughtfully-crafted and complements the text presentation putting 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.

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involve public companies about which students can do further research on the Internet. Scattered throughout the lineup are 13 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 8 cases that 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 20 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.

- At least 25 of the 31 cases involve companies, products, or people that students are familiar with.

- Author written cases: 13 of the 31 cases have been crafted by Art Thompson and/or John Gamble.

- CaseTutor™ provides analytically-structured exercises for the 11 cases with the Case-TUTOR™ logo—these 11 “case preparation exercises” coach students in doing the strategic thinking needed to arrive at solid answers to the assignment questions for that case. Conceptual completion of the case preparation exercises helps students gain quicker command of the concepts and analytical techniques and points them toward doing good strategic analysis. Case-TUTOR™ is available as Premium content on the Student Online Learning Center at www.mhhe.com/thompson and in the Enhanced Cartridge available for your Blackboard or WebCT course.

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### International Edition

**FORMULATION, IMPLEMENTATION AND CONTROL OF COMPETITIVE STRATEGY**

By John Pearce, Villanova University, and Richard Robinson, University of South Carolina

2007 (December 2005) / 488 pages
(with Premium Card)
[IE with OLC]

http://www.mhhe.com/pearce10e

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout this 13-chapter book. Pearce and Robinson’s FORMULATION, IMPLEMENTATION AND CONTROL, 10e, retains its high level of academic credibility and its market-leading emphasis on Strategic Practice. The material presented here is the text material that can be found in STRATEGIC MANAGEMENT, 10e (text and cases). It 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. An abundance of real world examples from current periodicals such as BusinessWeek about companies familiar to students, permeate the text. Pearce and Robinson continue to use a unique pedagogical model created by the authors 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.

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PART ONE Overview of Strategic Management.
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International Edition

STRATEGIC MANAGEMENT
10th Edition
By John Pearce, Villanova University and Richard Robinson, University of South Carolina
2007 (December 2005) / 960 pages
(with OLC with Premium Content Card)
http://www.mhhe.com/pearce10e

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, 10e. 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 10th edition will once again include numerous Business Week 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.

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9 Strategic Analysis and Choice in the Multibusiness Company: Rationalizing Diversification and Building Shareholder Value.

International Edition

CRAFTING AND EXECUTING STRATEGY
Text and Readings, 15th Edition
By Arthur A Thompson and AJ Strickland III, University of Alabama - Tuscaloosuaes and John E Gamble, University of South Alabama - Mobile
2007 (June 2006) / 640 pages
(with OLC with Premium Content Card)
http://www.mhhe.com/thompson

Thompson, Strickland and Gamble’s, CRAFTING AND EXECUTING STRATEGY, 15e 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. Scores of new examples have been added to complement the new and updated Illustration Capsules. More chapter-end exercises have been included. The result is a text treatment with more punch, greater clarity, and improved classroom effectiveness. But none of the changes have altered the fundamental character that has driven the text’s success over the years. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. This paperback version of the text does not contain any cases, but it does include 21 readings from noted business writers that support the concepts in the main text portion. Instructors who would like to create their own case packets to go with this book should go to www.mhhe.com/prims to make their selections.

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International Edition

STRATEGY: WINNING IN THE MARKETPLACE


By Arthur Thompson, University of Alabama—Tuscaloosa, John Gamble, University of South Alabama-Mobile and A.J. Strickland III, University of Alabama-Tuscaloosa

2006 / 960 pages
(with OLC and Premium Content Card)
[IE with OLC and Premium Card]

http://www.mhhe.com/thompson2e

STRATEGY: Winning in the Marketplace is the newest offering from proven authors Thompson, Gamble, and Strickland. As in previous works, the authors’ mainstream presentation includes the most recent research in strategy presented in a way that students can understand and apply to business cases and problems. With fewer chapters and pages and shorter cases than previous texts by these authors, this text offers a more concise, lively, and user-friendly presentation of strategic management. Fundamental strengths of Thompson/Gamble/Strickland text treatments are very much evident in this edition—a compelling presentation of Porter’s Five-Forces model and globally competitive markets and first-rate coverage of strategy execution and the drive for operating excellence. Another hallmark of this new product is the package of Thompson/Gamble/Strickland cases and related teaching notes. Over the years, this author team has developed a great network of case authors and is able to select from the cream of the crop. Having written scores of cases themselves and having a combined experience of 70 years teaching this particular course, they are very skilled in selecting the types of cases that will spark student interest and generate lively classroom discussions. Many of the cases reflect high profile industries, companies, products, and people that students will have heard of, know about from personal experience, or can easily identify with. The new case line-up features an exciting collection of the latest and best cases flush with valuable teaching points and lessons for students.

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International Edition

CORPORATE STRATEGY

A Resource Based Approach, 2nd Edition

By David J Collis, and Cynthia A Montgomery, Harvard University

2005 / 256 pages
[IE, 2 Color Text]

http://www.mhhe.com/collis05

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MANAGEMENT

Chapter 7: Creating Corporate Advantage
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International Edition

MANAGEMENT STRATEGY
Achieving Sustained Competitive Advantage
By Alfred A Marcus
2005 / 224 pages
(with OLC Premium Content Card) - Out of Print
[IE with OLC Premium Content Card]

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Chapter 2: External Analysis
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Chapter 5: Mergers, Acquisitions, and Divestitures
Chapter 6: Globalization
Chapter 7: Innovation and Entrepreneurship

PART THREE: REPOSITIONING
Chapter 8: Continuous Reinvention

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 inaptitude, 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.

International Edition

BUSINESS MODELS
A Strategic Management Approach
By Allan Afuah, University of Michigan
2004 / 432 pages

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Strategic Analysis: A Guide to Practice

By Robert Waldessee and Stephane Tywoniak

2007 (March 2007)

McGraw-Hill Australia Title

Strategic Analysis: A Guide to Practice is uniquely designed to bridge the theory-practice divide. The book presents the fundamentals of strategic management theory alongside methods of analysis. Analytical methods are then applied to the theoretical concepts to describe best practice. Students will be able to develop their skills with application exercises that allow them to practise the theories and analytical methods on real cases. The book contains a running case, “WineRidge”, that allows the students to develop a comprehensive strategic analysis of a single organisation. Unlike traditional cases, WineRidge has been designed as a set of reports that mirrors the type of information from which an analyst would work. In an environment of KPIs, profit centres, devolved decision making, project organisations and new public sector management, graduates will soon find themselves making strategic decisions. Yet many educators increasingly feel that the traditional approach to teaching strategy (based on detailed theory education) does not translate into an ability to apply what is learned. Strategic Analysis: A Guide to Practice provides that vital link.

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Cases in Strategy and Management

By Leanne Cutcher, Sydney University and Nick Wailes, University of Sydney

2006 (May 2006)

McGraw-Hill Australia Title

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

Cases in Strategy and Management offers lecturers and students a unique opportunity to examine Australian business practices in a contemporary setting. Each case focuses on a particular management challenge faced by an organisation in Australia. These cases encourage students to consider how theory and innovation may combine to create successful outcomes, thereby contributing to the overall achievements of the organisation and its employees. Management students, whether at the introductory level or MBA, will find this book a valuable resource, thanks to the diversity of companies covered. This text may be used on its own, or in conjunction with a McGraw-Hill title.

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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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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 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—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 copycat 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 athletic footwear market, and its ability to integrate material from prior core courses in business.
- It mirrors the increasingly global nature of today’s competitive markets.
- Decision variables include best practices training and TQM/Six Sigma quality control programs (topics covered in all the leading strategy texts).
- BSG-Online is somewhat more sophisticated than our recently-introduced GLO-BUS simulation involving digital cameras because companies can operate up to four plants, there are 12 market segments (as compared to 8 in GLO-BUS), finished goods inventories have to be managed at four distribution centers, and players have to develop a sales forecast based on their competitive strategy and the expected competitive efforts of rivals.

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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.
The chapters contain timely facts and statistics about employee benefits options keeping students up-to-date with real-world benefits information.

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INTRODUCTION TO INNOVATION
By David Smith, Nottingham Trent University
2005 (November 2005)
McGraw-Hill UK Title
http://highered.mhhe.com/sites/0077108612/information_center_view0/

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STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION
4th Edition
By Robert Burgelman, Stanford University, Modesto Maidique, Florida International University, and Steven C Wheelwright, Harvard University
2004 / 1224 pages
http://www.mhhe.com/burgelman4e

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Innovation Challenges in Established Firms.
MANAGEMENT

International Edition

TECHNOLOGY MANAGEMENT
Text and International Cases
By Norma Harrison and Danny Samson
2002 / 456 pages
(Out of Print)
[IE-POD Printing]

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Special Topics in Management

ASSERTIVENESS AT WORK
A Practical Guide to Handling Awkward Situation, 3rd Edition
By Ken Back and Kate Back
2005 (November 2005)
McGraw-Hill UK Title
A Professional Reference Title
(Details unavailable at press time)

MANAGING INFORMATION AND STATISTICS
2nd Edition
By Roland Bee and Frances Bee
2005 (September 2005) / 320 pages
McGraw-Hill UK CIPD Title

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EQUALITY, DIVERSITY AND DISCRIMINATION
A Student Text
By Kathy Daniels and Lynda Macdonald
2005 (July 2005) / 272 pages
McGraw-Hill UK CIPD Title

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MANAGING FINANCIAL INFORMATION
2nd Edition
By David Davies, Portsmouth Polytechnic
2005 (September 2005) / 224 pages
McGraw-Hill UK CIPD Title

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MANAGING FOR RESULTS
2nd Edition
By Gillian Watson and Kevin Gallagher
2005 (September 2005) / 352 pages
McGraw-Hill UK CIPD Title
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13. Quality-differentiating for excellence
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THE WISDOM OF TEAMS
By Jon R Katzenbach, and Douglas K Smith
1994 / 304 pages
[IE] - Out of Print
A Harvard Business School Press Title
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KAIZEN
The Key to Japan’s Competitive Success
By Masaaki Imai
1986 / 260 pages
A Professional Reference Title
(contemporary Edition is not for sale in Japan.)
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Leadership
(Professional References)

WHAT MAKES A LEADER?
2008 (January 2008) / 64 pages
A Harvard Professional Reference Title

When asked to define the ideal leader, many would emphasize traits such as intelligence, toughness, determination, and vision—the qualities traditionally associated with leadership. Often left off the list are qualities like empathy, motivation, and social skills, but they are also essential. Although a certain degree of analytical and technical skill is a minimum requirement for success, studies indicate that emotional intelligence may be the key attribute that distinguishes outstanding performers from those who are merely adequate. Psychologist and author Daniel Goleman first brought the term “emotional intelligence” to a wide audience with his 1995 book of the same name, and Goleman first applied the concept to business with this 1998 classic HBR article. In his research at nearly 200 large, global companies, Goleman found that truly effective leaders are distinguished by a high degree of emotional intelligence. Without it, a person can have first-class training, an incisive mind, and an endless supply of good ideas, but he or she still won’t be a great leader. The chief components of emotional intelligence—self-awareness, self-regulation, motivation, empathy, and social skill—can sound unbusinesslike, but Goleman, cochair of the Consortium for Research on Emotional Intelligence in Organizations, based at Rutgers University, found direct ties between emotional intelligence and measurable business results.

LEADERSHIP POWER PLAYS
By Business Week
2007 (December 2006) / 224 pages
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 Buffet 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. 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.

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.

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COMPLIMENTARY COPIES
Leaders We Need
And What Makes Us Follow
By Michael Maccoby
2007 (November 2007) / 240 pages
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. For example, factory workers in a large city during a period of relative calm would need very different leaders than people working in a star team consultancy during a time of stiffening competition. The author outlines the profound shift from a more bureaucratic society and leadership model to an interactive, collaborative one—and provides crucial advice on how to become a “leader we need.”

The Secret to GE’s Success
By William Rothschild
2007 (December 2006) / 288 pages
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.

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 familiar 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. He delivers valuable information on:

- Crucial leadership skills and how to acquire them
- Universal workplace cultural issues
- How expectations affect the performance of others
- Ways to speak fairly, not falsely
- Techniques that eliminate group think
- How to reset the “filters” you use to “screen” others

Based on research from MIT, Young’s approach has already helped numerous Fortune 500 clients, including Merck, Intel, Lockheed Martin, Starbucks, IBM, Boeing, Wells Fargo, Bank of America, Cisco, and Raytheon to increase leadership effectiveness. With its proven wisdom, you can experience what so many business executives worldwide have discovered and make it a powerful part of your leadership skill set.

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Human Resource Management/Leadership (Professional References)

BEYOND HR
By John Boudreau, Cornell University-Ithaca and Peter Ramstad
2007 (May 2007) / 272 pages
A Harvard Professional Reference Title

Is your talent strategy a unique competitive advantage? As competition for top talent increases, companies must recognize that decisions about talent and its organization can have a significant strategic impact. Beyond HR shows how organizations can uncover distinctive talent contributions, strategically differentiate their HR practices and metrics, and more optimally allocate talent to create value. Illustrations from companies such as Disney, Boeing, and Corning describe a new decision science called Talentship, that reveals opportunities by identifying strategy pivot points and the optimal talent and organization decisions that address them. A unique framework helps readers identify their own distinctive strategic pivot points and connect them to talent decisions, showing how today’s “HR” can evolve to fulfill its potential as a source of strategic advantage.

THE NEW HUMAN CAPITAL STRATEGY
By Bradley Hall
2008 (January 2008) / 240 pages
A Professional Reference Title

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.

TOYOTA TALENT
By Jeffrey Liker and David Meier
2007 (April 2007) / 240 pages
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 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 workplace
- 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.

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Chapter 12: Developing Internal Lean Coaches
Chapter 13: Final Considerations

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.

THE MCKINSEY ENGAGEMENT
By Paul N Friga
2008 (March 2008) / 224 pages
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 Switzler
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. 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.

TOYOTA CULTURE
The Heart and Soul of the Toyota Way
By Jeffrey Liker
2008 (December 2007) / 288 pages
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.
MOBILIZING MINDS
Creating Wealth From Talent in the 21st Century Organization
By Lowell L. Bryan, Harvard Business School Press and Claudia L. Joyce
2007 (May 2007) / 300 pages
A Professional Reference Title

Based on a decade of exclusive research, Lowell Bryan and Claudia Joyce of McKinsey & Company have come up with a simple yet revolutionary conclusion: 'Your workforce is the key to growth in the 21st century.' By tapping into their underutilized talents, knowledge, and skills you can earn tens of thousands of additional dollars per employee, and manage the interdepartmental complexities and barriers that prevent real achievements and profits. This can only be accomplished through organizational design and redesign. That's the new model for survival in the modern, digital, global economy. With the right design, your organization will have the capabilities to pursue whatever strategy is necessary to compete on any scale, react to any market change, leverage any opportunity, and sail past the competition. In Mobilizing Minds, the authors distill their research into seven strategic ideas that shatter the complexity frontiers, have the potential to unleash enormous profits, and enable long-term success for every company. Bryan and Joyce outline innovative principles that enable corporations to:

- Manage complexity, bureaucracy, and redundancy
- Use hierarchical authority to strengthen the authority of key managers and drive performance
- Deliver operating earnings while implementing wealth-creation strategies
- Allow formal networks, talent, and knowledge marketplaces to work in a large company
- Motivate and reward wealth-creating behavior
- Pursue organizational design as a corporate strategy
- Increase worker satisfaction

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 surviving and prospering in the 21st century.

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 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.

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A CLASS WITH DRUCKER
By William A Cohen
2007 (December 2007) / 256 pages
A Professional Reference Title

Long considered the world’s greatest thinker and writer on management, Peter Drucker’s teachings continue to inspire leaders every-where. From 1975 to 1979, author William Cohen studied under the Great Man and became the first graduate of his doctoral program. What Drucker taught him literally changed his life. In a matter of a few years, he was recommissioned in the Air Force and rose to the rank of major general. Eventually, he became a full professor, management consultant, multibook author, and university president—as well as maintaining a nearly lifelong friendship with the master. In A Class with Drucker, Cohen shares many of Drucker’s teachings that never made it into his countless books and articles, ideas that were offered to his students in classroom or informal settings. Cohen expands on Drucker’s lessons with personal anecdotes about his teacher's personality, lack of pretension, and interactions with students and others. He also shows how Drucker’s ideas can be applied to the real-world challenges managers face today. Enlightening and intriguing, A Class with Drucker will enable anyone to gain from the timeless wisdom of the inspiring man himself.

PEOPLE AND PERFORMANCE
By Peter F. Drucker, Harvard Business School Press
2007 (September 2007) / 368 pages
A Harvard Professional Reference Title

What is management? What is the relationship between management and the society and culture it seeks to direct? How is a business organized, and how can managers use people’s strengths more effectively? These and many more questions are discussed in Peter Drucker’s classic survey of management thought and practice. Spanning all the main dimensions of management, Drucker used his direct experience as an adviser to businesses, government departments, public institutions, and as a widely sought lecturer to examine evergreen topics in business thinking. People and Performance is the ideal volume for those who want to experience the essence of Drucker’s early thinking in a series of short and cogent essays.
MANAGEMENT

FIVE MINDS FOR THE FUTURE
By Howard Gardner, Harvard Business School Press
2007 (February 2007) / 208 Pages
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.

THE FUTURE OF MANAGEMENT
By Gary Hamel, Harvard Business School Press
2007 (October 2007) / 288 pages
A Harvard Professional Reference Title

What fuels long-term business success? Not operational excellence, technology breakthroughs, or new business models, but management innovation—new ways of mobilizing talent, allocating resources, and formulating strategies. Through history, management innovation has enabled companies to cross new performance thresholds and build enduring advantages. In The Future of Management, Gary Hamel argues that organizations need management innovation now more than ever. Why? The management paradigm of the last century—centered on control and efficiency—no longer suffices in a world where adaptability and creativity drive business success. To thrive in the future, companies must reinvent management. Hamel explains how to turn your company into a serial management innovator, revealing:

- The make-or-break challenges that will determine competitive success in an age of relentless, head-snapping change.
- The toxic effects of traditional management beliefs.
- The unconventional management practices generating breakthrough results in “modern management pioneers.”
- The radical principles that will need to become part of every company’s “management DNA.”
- The steps your company can take now to build your “management advantage.”

Practical and profound, The Future of Management features examples from Google, W.L. Gore, Whole Foods, IBM, Samsung, Best Buy, and other blue-ribbon management innovators.

LESSONS LEARNED: MANAGING CHANGE
By Robert Herbold
2007 (September 2007) / 112 pages
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

MANAGER’S TOOLKIT
By Harvard Business School Press
2007 (April 2007) / 352 pages
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.

SEDUCED BY SUCCESS
How the Best Companies Survive the 9 Traps of Winning
By Robert Herbold
2007 (March 2007) / 288 pages
A 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.
MANAGEMENT

- 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. Succeeded by Success is the best way to ensure your company sustains its success for the long term.

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A PASSION FOR SUCCESS

By Kazuo Inamori
2007 (May 2007)
An Asian Professional Publication

Imagine a secular corporation in which proﬁtable enterprises have 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 proﬁtable enterprises 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.

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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
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 will 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 case studies of actual implementations by Acorn consultants in diverse settings.

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
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.
WHAT WERE THEY THINKING?
By Jeffrey Pfeffer, Stanford University-Harvard Business School Press
2007 (July 2007) / 256 pages
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.

RAPID TRANSFORMATION
By Behnam Tabrizi
2007 (November 2007) / 336 pages
A Harvard Professional Reference Title

Profound organizational transformation takes years, right? Not according to change expert Behnam Tabrizi. In Rapid Transformation: A 90-Day Plan for Fast and Effective Change, Tabrizi shows you how to accomplish successful transformational change in your firm in just 90 days. Based on ten years of research into more than 200 leading companies—including Bay Networks, Nissan, VeriSign, and ACI—this book demystifies fast, effective change and lays out a clear roadmap for achieving it. Tabrizi’s 90-day transformational model comprises three main phases, each lasting 30 days. The model enables you to analyze your company’s specific challenge, develop a new course of action, and carry out the plan. Moreover, you apply the model in parallel with the normal workings of your organization—so you don’t have to put your company on hold for the sake of the change effort. With its detailed recipe and insightful stories from actual corporate reinventions, this book defies long-held assumptions about change and provides a practical and immediately actionable guide.
THE DISNEY WAY
By Bill Capodagli and Lynn Jackson
2007 (October 2006) / 256 pages
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 7 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 processes—resource allocation, portfolio management
- 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.

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2007 (December 2006) / 256 pages
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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
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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
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.

WHAT IS STRATEGY?

By Harvard Business School Press
2007 (July 2007) / 256 pages
A Harvard Professional Reference Title

The objective of this volume is to help students develop the skills for formulating strategy on the job. It provides an understanding of a firm’s operating environment and how to identify, develop, and sustain competitive advantage. Readers will learn how to balance the opportunities and risks associated with dynamic and uncertain changes in industry attractiveness and competitive position. The book should help students not only to develop a mastery of the essential analytical tools so that they can understand the devil in the details but also to integrate perspectives and competing interests, so as to see the big picture. They should be able to use these tools to perform in-depth analyses of industries and competitors, predict competitive behavior, and analyze how firms develop and sustain competitive advantage over time.

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, 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
A Professional Reference Title

Wal-Smart 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-Smart 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-Smart 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.

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THE STARBUCKS EXPERIENCE
5 Principles of Turning Ordinary into Extraordinary

By Joseph Michelli
2007 (September 2006) / 208 pages
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.

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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 successful 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
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 profitable private enterprise. Drawing on history, economic analysis, and interviews with executives and officials around the globe, Vietor provides 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
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
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 behind 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 discusses new avenues 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
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 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
CHINA NOW
Doing Business in the World’s Most Dynamic Market
By Mark Lam and John Graham
2007 (November 2006) / 385 pages
A Professional Reference Title

China has more than one billion people. That’s one billion potential customers. China Now is your must-have guide to this exciting world of opportunity, written by a top corporate advisor and a renowned business professor who specialize in East-West business strategy. Together, Mark Lam and John Graham have worked with dozens of Fortune 500 companies and thousands of American and Chinese executives, and now share with you their most successful strategies, tactics, and insights. A comprehensive all-in-one tour of the world’s fastest growing market, China Now is filled with everything you need to know about China’s people, negotiation styles, culture, history, economics, and business dealings. You’ll learn how to plan, where to go, and who to visit for the best results. And, unlike other books on the market, you’ll discover the key differences between various regions and businesses that could make or break the deal.

China Now includes:
- The best regions to do business
- Nonverbal cues and culture-based signals
- Important travel, meeting, and personnel tips
- Laws and regulations on customs, foreign trade, and investment
- Protecting your intellectual property rights

Even if you’ve read Sun Tzu’s The Art of War, this book will help you master the art of peaceful negotiations-and establish long-term partnerships that profit everyone involved. The advice you’ll find here is not only invaluable; it’s absolutely essential to the future of your business.

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.

Knowledge Management
(Professional References)

International Edition

KNOWLEDGE MANAGEMENT
Enabling Business Growth
By Ganesh Natarajan, President of APTECH, a leading training & consultant organization and Sandhya Shekhar, Principal Consultant of APTECH, Mumbai.
2000 / 375 pages
(Out of Print)
McGraw-Hill India Title
A Professional Reference Title

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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

Entrepreneurship
(Professional References)

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.
Corporate Governance

(Professional References)

FROM CONFORMANCE TO PERFORMANCE
Best Corporate Governance Practices for Asian Companies
By Mak Yuen Teen
2006 / 464 pages
An Asian Publication
A Professional Reference Title

Corporate governance has become very much a part of the business language and its importance continues to be reinforced by recent corporate scandals worldwide. However, while good corporate governance aims to reduce the risks of fraud and mismanagement in companies, it is also about improving the functioning of these companies. Good corporate governance is not only about conformance with laws, rules, standards and codes but also about enhancing performance and shareholder value. This book approaches corporate governance from a multi-disciplinary perspective and emphasises not only conformance issues but also best practices designed to enhance company performance and shareholder value. The book provides an overview of corporate governance, including practices and developments in the Asian region and internationally, and comprehensive coverage of important areas of corporate governance relating to the board of directors, remuneration, accountability, communication with investors, risk management and audit. It is balanced between theory and practice and is written with an Asian audience in mind. Contributors to the book include academics, regulators, directors, senior executives and other industry professionals.

CONTENTS

Part I: Overview of Corporate Governance
1 The Goalposts have Moved: Recent International Developments in Corporate Governance
2 Corporate Governance in Malaysia: An Overview of Legal and Regulatory Reforms
3 Corporate Governance in Hong Kong
4 A Comparative Study of Corporate Governance Disclosures and Practices of Large Listed Companies in Hong Kong, Malaysia, Thailand and Singapore
5 The 3 P’s of Corporate Governance: Principles, Processes and People
6 The Real Challenges of Good Corporate Governance

Part II: The Board of Directors
7 Current Issues in Directors’ Legal Liabilities
8 Selecting Directors for an Independent Board
9 Directors’ Cut: Interviews with Independent Directors on Current Issues and Challenges
10 Who is an Independent Director: Fact, Perception or Anything Goes?
11 Six Degrees of Separation between the CEO and Chairman: Asian-style Board Leadership
12 Should There be a Limit on the Number of Directorships?
13 Board Size Really Matters
14 Lack of Separation between the Board and Management
15 Information Requirements of the Board of Directors
16 Directors’ and Officers’ Liability in a Changing Environment in Asia
17 Directors’ and Officers’ Liability Insurance: The Asian Landscape after 9/11, Corporate Scandals and Sarbanes-Oxley Act

Part III: Remuneration
18 Using Stock Options as Compensation
19 Disclosure is Not a Substitute for Good Governance: The Bio-Treat Technology Case
20 Performance Shares: What’s Fair, What’s Not
21 Accounting for Share-based Payments
22 Valuation of Stock Options

Part IV: Audit, Risk Management and Accountability
24 Calibrating Corporate Governance Practices: Corporate Governance Scores
25 Corporate Governance Rating: Thailand’s Experience
26 An Auditor’s Perspective on Corporate Governance in Singapore
27 The Audit Committee and Its Role in Corporate Governance
28 The Role of Risk Management in a Sound System of Internal Controls
29 Corporate Governance: New Challenges for the CFO

Part V: Communication with Investors
30 Best Practices in Investor Relations and the Current State of Investor Relations in Singapore
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# NEW TITLES

## BUSINESS ADMINISTRATION

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<td>Nickels</td>
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Introduction to Business - Textbooks

NEW
International Edition

BUSINESS
A Changing World, 6th Edition
By O C Ferrell, Colorado State University, Geoffrey Hirt and Linda Ferrell of University of Wyoming

2008 (January 2007) / 576 pages
http://www.mhhe.com/ferrell6e

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, Ferrell/Hirt/Ferrell 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 out-dated 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
- Destination CEO boxes: these new boxes correspond to video website and on the Instructor DVD. Key leaders in the industry tell of their personal journeys, how they got to the top, and what it took to get there.
- Building Relationships feature: this feature highlights key human resource management issues at some of the top companies across the globe, and some of the “up and comers.”
- Entrepreneurship in Action boxes: these boxes highlight successful entrepreneurs and their endeavors...as small business becomes a more important part of this course.
- Building Your Business Plan: this end of chapter feature helps students through the basic steps of building a business plan. Each chapter has a relevant plan-building exercise within the end-of-chapter material, along with an Appendix at the end of Chapter 1 to help with the entire Business Plan.
- To maintain the survey nature of Business, the 6th Edition remains 16 chapters. Based on reviewer feedback, however, the chapters on Money and Accounting have been switched...students need to understand Money before they can fully understand the nature of Accounting.

CONTENTS
Part One: Business in a Changing World
Chapter 1: The Dynamics of Business and Economics
Appendix A 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: Production and Operations Management
Part Four: Creating the Human Resource Advantage
Chapter 10: Motivating the Workforce
Chapter 11: Managing 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: Money and the Financial System
Chapter 15: Accounting and Financial Statements
Chapter 16: Financial Management and Securities Markets
Appendix D Personal Financial Planning

NEW TO THIS EDITION
- Online Course Management. Online assets have been greatly enhanced. Our content available for online courses is much more comprehensive and in line with what needs to be available for hybrid (part online and part person-to-person) or completely online courses. The student CD has been eliminated and all study resources put on
the OLC for easy access. (no premium content)

- Standard Cartridge = $5 The Standard Cartridge includes all of the material that is contained in the OLC, but in a format ready for Blackboard, WebCT, etc.
- Enhanced Cartridge = $15 The Enhanced Cartridge is the perfect tool for instructors teaching a hybrid course or a course completely online looking for a lot of online content. Resources like threaded discussion postings, assignments, student activities, etc—are included in the enhanced cartridge—plenty of material to keep students and professors busy who are in an online/hybrid course.
- Bonus Chapters. The chapters on Using Technology to Manage Information and Managing Personal Finances have been changed to Bonus Chapters. Previous appendices on Risk Management and the Legal Environment of Business have also been changed to bonus chapters at the end of the book. Through our market research, we found most people did not cover these 2 areas (technology and personal finances) in much depth. So, to help with important issues of book length, these chapters were shortened a bit to give the most applicable and important information to the student. But, for those who still want to cover these concepts, the information in the text is quite sufficient— and, importantly, these bonus chapters are still supported with supplemental material such as test bank questions, instructor’s notes, PowerPoints, etc.
- New Video Format. There is still 1 video per chapter included with the text, but there are 12 new videos shot specifically for UB8e in a new modular format to be used on a DVD. Each of these videos is broken out into the same 7 short segments that focus on the company/organization’s history, ethics, challenges, future plans, etc. Then the professor can drag and drop them into any order they prefer, thereby creating their own video. Professors have been telling us they prefer much different video lengths and topics— this allows them the flexibility to customize the videos as they’ve been asking to do. The other videos that are not original for UB8e are 8-10 minute videos.

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
(with DVD, OLC and Premium Content Card)
(with CD, OLC and Tab Inserts)
[IE with OLC PCC and Student DVD]

http://www.mhhe.com/jonesintro

Best-selling Management author, Gareth Jones, offers a fresh approach in Introduction to Business 1/e by engaging students with illustrative examples and stories embedded within the text to encourage them to learn more about the concepts than any other paperback available. Jones’ Introduction to Business is comprehensive yet concise by providing the main points in a narrative style without overwhelming the students with excessive detail. The wealth of examples and the depth of coverage is unmatched by any other text. In contrast to the traditional survey approach in this market, Jones provides a foundation to business by organizing the material to show students how business happens not by separating topics by discipline.

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Part 1 The Environment of Business.
Chapter 1 What Is Business?
Chapter 2 The Evolution of Business.
Chapter 3 Entrepreneurs, Managers, and Employees.
Chapter 4 Multinationals and the Global Environment of Business.
Chapter 5 Business Ethics and the Legal Environment of Business.

Part 2 The Human Side of Business.
Chapter 6 Leadership, Influence, and Communication in Business.
Chapter 7 Motivating and Managing People and Groups in Business Organizations.
Chapter 8 The Structure and Culture of a Business Organization.

Part 3 A Functional Approach to Business.
Chapter 9 Information Technology and E-Commerce: Managing Information, Knowledge, and Business Relationships.
Chapter 11 Sales, Distribution, and Customer Relationship Management: Reaching and Satisfying Customers.
Chapter 13 Human Resource Management: Acquiring and Building Employees' Skills and Capabilities.
Chapter 14 Accounting: Measuring How Efficiently and Effectively Resources Are Creating Value and Profit.
Chapter 15 Finance: Balancing Risk and Return.

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## NEW TITLES

### KEYBOARDING & OFFICE TECHNOLOGY

#### 2009

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#### 2008

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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.

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International Edition

CUSTOMER SERVICE
Building Successful Skills for the Twenty-First Century
3rd Edition
By Robert W. Lucas, Creative Presentation Resources, Inc
2005 / 432 pages

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PART TWO: SKILLS FOR SUCCESS
Chapter 3 Positive Verbal Communication
Chapter 4 Nonverbal Communication in Customer Service
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Chapter 6 Customer Service and Behavior
Chapter 7 Handling Difficult Customer Encounters
Chapter 8 Customer Service in a Diverse World
Chapter 9 Customer Service via Technology
PART THREE: SELF-HELP SKILLS
Chapter 10 Managing Your Stress
Chapter 11 Managing Your Time
PART FOUR: ENHANCING CUSTOMER RELATIONSHIPS
Chapter 12 Encouraging Customer Loyalty
Chapter 13 Service Recovery
PART FIVE: CUSTOMER SERVICE FOR THE TWENTY-FIRST CENTURY
Chapter 14 Focusing on the Future

Medical Transcription

INTRODUCTION TO MEDICAL OFFICE TRANSCRIPTION PACKAGE
3rd Edition
By Karonne Becklin and Edith Sunnarborg
2007 (January 2006)
McGraw-Hill/Glencoe Publication
http://www.mhhe.com/MOT3e

Medical Office Transcription, 3rd Edition, provides an introduction into teaching medical transcription. The text/workbook reviews anatomy, medical terminology, symptoms and disease conditions, and grammar as it relates to the field of medical transcription. The one-semester text can be used independently, self-paced, or in a traditional classroom.

CONTENTS
Preface.
Chapter 1 Introduction to Medical Transcription.
Chapter 2 The Patient’s Medical Record.
Chapter 3 The Integumentary System.
Chapter 4 The Respiratory System.
Chapter 5 The Cardiovascular System.

Office Filing

GREGG QUICK FILING PRACTICE KIT
5th Edition
By Jeffrey R Stewart, Virginia Polytech Inst and Barbara W Trent, Franklin University
2007 (December 2005) / 96 pages
http://www.mhhe.com/stewart5e

This kit provides training in the methods of paper and computer filing. The theme of the text is that the reader is a new employee of the fictional Online Printing Services and must complete a series of tasks and exercises with the mock filing kit.

CONTENTS
Chapter 1: Getting Started with Gregg Quick Filing Practice.
Chapter 2: Alphabetic Card Filing.
Chapter 3: Alphabetic Correspondence Filing.
Chapter 4: Subject Correspondence Filing.
Chapter 5: Electronic Filing.
Chapter 6: Geographic Card Filing.
Chapter 7: Numeric Card Filing.
Answer Sheets

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## MANAGEMENT INFORMATION SYSTEMS

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Introduction to Information Systems
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.

NEW TO THIS EDITION
✔ O'Brien has created 30% new blue boxes within the textbook.
✔ Two-thirds of the Real World Cases are new to the Fourteenth
Edition
✔ New small business Real World Cases. Twenty percent of the
cases now discuss the role IT plays in the challenges and successes
of small-to-medium businesses.
✔ A New section has been added to explain the Transaction
Processing Systems.
✔ The Analysis Exercises are new and improved.

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

NEW

International Edition

BUSINESS DRIVEN TECHNOLOGY
2nd Edition

By Stephen Haag, Paige Baltzan and Amy Phillips
of University of Denver

2008 (November 2006) / 600 pages
[IE with MIsSource 2007 & Student CD]

http://www.mhhe.com/bdt2e

BDT takes a business-first approach, starting each chapter by
explaining the value of a business initiative and then detailing the
technology that enables the initiative. This revolutionary approach
instantly demonstrates the ‘why’ to business students without bor-
ing them with the ‘how’. The adaptive chapter/plug-in organization
allows the instructor to adjust content according to their business or
technical preferences.

NEW TO THIS EDITION
✔ Number of Business Plug-Ins increased from 10 to 15. Includes
new Plug-Ins on business processes (B2), enterprise architectures
(B4), networks and telecommunications (B5), and e-business
(B11).
✔ Number of Technology Plug-Ins increased from 7 to 10. New
Plug-Ins include discussions on Access, FrontPage, and web design
and expanded discussions of Excel.
✔ Number of case studies increased from 55 to 64.
✔ Apply Your Knowledge appendix has been updated and ex-
panded. It contains 50 projects that focus on student application
of core concepts and tools. All productivity tool projects come with
Captive solution file that walks students step-by-step through the
solution, which saves instructors valuable time.

CONTENTS
Unit 1
Chapter 1: Business Driven Technology
Chapter 2: Identifying Competitive Advantages
Chapter 3: Strategic Initiatives for Implementing Competitive Ad-
vantages
Chapter 4: Measuring the Success of Strategic Initiatives
Chapter 5: Organizational Structures that Support Strategic Initiatives

Unit 2
Chapter 6: Valuing Organizational Information
Chapter 7: Storing Organizational Information – Databases
Chapter 8: Accessing Organizational Information – Data Warehouse

Unit 3
Chapter 9: Enabling the Organization – Decision Making
Chapter 10: Extending the Organization – Supply Chain Management
Chapter 11: Building a Customer-Centric Organization – CRM
Chapter 12: Integrating the Organization from End-to-End – ERP

Unit 4
Chapter 13: Creating Innovative Organizations
Chapter 14: E-Business
Chapter 15: Creating Collaborative Partnerships
Chapter 16: Integrating Wireless Technology in Business

Unit 5
Chapter 17: Building Software to Support an Agile Organization
Chapter 18: Outsourcing in the 21st Century
Chapter 19: Developing a 21st Century Organization

Business Plug-ins:
B1: Business Basics B2: Business Process B3: Hardware and
Software B4: Enterprise Architectures B5: Networks and Telecommu-
nications B6: Information Security B7: Ethics B8: Supply Chain
Management B9: Customer Relationship Management B10: Enter-
prise Resource Planning B11: E-Business B12: Emerging Trends and
Technologies B13: Strategic Outsourcing B14: Systems Development
B15: Project Management

Technical Plug-ins:
T1: Personal Productivity Using IT (Student CD and OLC only) T2:
Basic Skills Using Excel T3: Problem Solving Using Excel (Student
CD and OLC only) T4: Decision Making Using Excel (Student
CD and OLC only) T5: Designing Database Applications (Student
CD and OLC only) T6: Basic Skills Using Access T7: Problem Solving
Using Access (Student CD and OLC only) T8: Creating Forms and
Reports Using Access (Student CD and OLC only) T9: Designing Web
Pages (Student CD and OLC only) T10: Basic Skills Using FrontPage
(Student CD and OLC only)
MANAGEMENT INFORMATION SYSTEMS

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
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 Security Management of Information Technology
14. Enterprise and Global Management of Information Technology Section I Managing Information Technology Section II Managing Global IT

NEW TO THIS EDITION
- Discussion Questions – which has been added to all of the End of Chapter material.
- Extended Learning Modules D and J have been updated to correspond to Office 2007
- Extended Learning Modules D and J for Office 2003 have been updated and will be located on the Student CD

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)
Chapter 5 Electronic Commerce: Strategies for the New Economy / XLM E Network Basics
Chapter 6 Systems Development: Phases, Tools, and Techniques
Chapter 7 Enterprise Infrastructure and Integration: Building the Dynamic Enterprise
Chapter 8 Protecting People and Information: Threats and Safeguards / XLM H Computer Crime and Forensics
Chapter 9 Emerging Trends and Technologies: Business, People, and Technology Tomorrow / XLM J Implementing a Database with Microsoft Access (Office 2007)


2008 (November 2007) / 608 pages
(with Student CD)
http://www.mhhe.com/haag

Chapters cover what instructors want students to know about MIS while Extended Learning Modules (XLMs) show students what they can do with MIS. A contemporary writing style and a wealth of examples engage students like no other MIS text. Arranged with chapter opening cases that highlight how an organization has successfully implemented many of the chapter’s concepts and chapter closing cases that help students apply what they just learned gives students the hands-on knowledge that is applicable in both their personal and professional experiences.

NEW TO THIS EDITION
- This text will provide three class discussion questions to accompany the chapter opening case study.
- All of the End of Chapter material has been rewritten.
- Included in the updated End of Chapter section is a new section

MANAGEMENT INFORMATION SYSTEMS
3rd Edition
by W S Jawadekar, Management and IT Consultant, Pune, India
2006 (August 2006) / 808 pages
McGraw-Hill India Title

This new edition seeks to sharpen the focus on the customer-oriented e-business. The text is well-known for its thorough coverage of the MIS concepts and their applications. While exploring the role of MIS in the strategic management of business, this edition gives a well-rounded overview of the technological resources – software, middleware and hardware. Consequently, design, development, architecture, and quality development of MIS are the main pillars of the book. Case studies and in-text examples based on Indian business organizations would provide the context for better understanding.

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

International Edition

APPLICATION CASES IN MANAGEMENT INFORMATION SYSTEMS
5th Edition
by James N Morgan, Northern Arizona University
2005 / 192 pages
(for use with MIS titles) - Out of Print

CONTENTS
Chapter 1: Business Applications and the Internet.
Chapter 2: Internet Cases.
Chapter 3: Developing Spreadsheet Applications.
Chapter 4: Spreadsheet Cases.
Chapter 5: Developing Database Applications.
Chapter 6: Database Cases

International Edition

INFORMATION TECHNOLOGY AND MANAGEMENT
2nd Edition
by Ronald L Thompson, Wake Forest University and William Cats-Baril, University of Vermont
2003 / 704 pages
(with SIMNET MIS)
[IE with SIMNET MIS]
http://www.mhhe.com/Thompson-Cats-Baril

CONTENTS
Module I: Application of Information Technology.
Chapter 1: Introduction to Information Technology and Management.
Chapter 2: Hardware and Software.
Chapter 3: Data Management.
Chapter 4: Telecommunications and Networking.
Module II: Information Systems and Management.
Chapter 6: Organizational Use of IS.
Chapter 7: IS and Organizational Responsiveness.
Chapter 8: IS to Support Decision Making.
Chapter 9: IS and Organizational Competition.
Module III: Development and Management of IS.
Chapter 10: IS and Business Process Management.
Chapter 11: IS Development.
Chapter 12: IS Sourcing and Application Service Providers.
Chapter 13: IS Management.
Chapter 14: IT and Society.
Glossary. Index

Glossary. Index
International Edition

FOUNDATIONS OF INFORMATION SYSTEMS
by Vladimir Zwass, Fairleigh Dickinson University
1998 / 800 pages
(Out-of-Print)

CONTENTS
1 Introduction to Information Systems & Their Capabilities.
2 Fundamental Concepts of Information Systems.
3 Competing with Information Systems.
4 Information Systems Hardware.
5 Information Systems Software.
6 Database Management.
7 Telecommunications, the Internet, & Information Systems Architecture.
8 Support of Individual & Group Knowledge Work.
10 Decision Support & Executive Information Systems.
12 Information Systems for Business Functions.
13 Business Reengineering, Information Systems Planning & Acquisition.
14 Managing & Controlling Information Systems.
15 Development Life Cycle & Systems Analysis.
16 From Design to Maintenance of Information Systems.
17 Ethical, Societal, & Global Issues in Information Systems.
18 Innovating with Information Systems for Global Reach.

Information & Society

INFORMATION AND KNOWLEDGE SOCIETY
by Suliman Al-Hawamdeh, Division of Information Studies, Nanyang Technological University and Thomas L Hart, School of Information Studies, Florida State University
2001 / 296 pages / Softcover
An Asian Publication

CONTENTS
Preface. Acknowledgement.
Chapter 1: Information Society: Global Perspective.
Chapter 2: Information Infrastructure.
Chapter 3: Communication and Information Transfer.
Chapter 4: Electronic Publishing in the Digital Era.
Chapter 5: Knowledge Management and the Economy of Ideas.
Chapter 7: Education in the Digital Age.
Chapter 8: Privacy in the Information Age.
Chapter 9: Information Security and Ethics.
Chapter 10: Information Standards.
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DATABASE MANAGEMENT SYSTEMS
Designing and Building Business Applications, 3rd Edition
by Gerald Post, University of the Pacific
2005 / 512 pages
(with Student CD) - Out of Print
[IE with Student CD]
http://www.mhhe.com/postdbms3e

CONTENTS
1. Introduction Systems Design
2. Database Design
3. Data Normalization Queries
4. Data Queries
5. Advanced Queries and Subqueries Applications
6. Forms, Reports & Applications
7. Data Integrity and Transactions
8. Data Warehouses & Data Mining Database Administration
9. Data Administration
10. Distributed Databases and the Internet

DATABASES: DESIGN, DEVELOPMENT AND DEPLOYMENT USING MICROSOFT ACCESS
2nd Edition
by Peter Rob and Elie Semaan both of Middle Tennessee State University
2004
(with Student CD)
[IE with CD]
http://www.mhhe.com/it/rob

CONTENTS

ORACLE SQL AND INTRODUCTORY PL/SQL
by Linda Preece
2004 / 264 pages
(Out of Print)
http://www.mhhe.com/preece

CONTENTS

INTRODUCTION TO SYSTEMS ANALYSIS AND DESIGN
By Jeffrey L Whitten and Lonnie D Bentley of Purdue University-West Lafayette
2008 (December 2006) / 640 pages
Browse http://www.mhhe.com/whitten

A complete, but less complex approach to SA&D. Introduction to Systems Analysis & Design is organized like Whitten’s best-selling Systems Analysis & Design Methods, but without the information systems architecture framework theme that overwhelms some students. Each chapter covers the same topics, but stops short of advanced details that are unnecessary to the typical first course.
FEATURES

- No Systems Architecture Framework. While this method is still important to many and a big reason for the success of Whitten's SAD&D Methods, removing it makes the subject more accessible to many students.
- Streamlined Chapter Content. The last layer of depth has been removed from each subject, allowing instructors to cover more ground with fewer distractions.

CONTENTS

Part One: The Context of Systems Development Projects
Chapter 1: The Context of Systems Analysis and Design Methods
Chapter 2: Information Systems Development
Chapter 3: Project Management

Part Two: Systems Analysis Methods
Chapter 4: Systems Analysis
Chapter 5: Fact-Finding Techniques for Requirements Discovery
Chapter 6: Modeling System Requirements with Use Cases
Chapter 7: Data Modeling and Analysis
Chapter 8: Process Modeling
Chapter 9: Object-Oriented Analysis and Modeling Using the UML
Chapter 10: Feasibility Analysis and the System Proposal

Part Three: Systems Design Methods
Chapter 11: Systems Design
Chapter 12: Application Architecture and Modeling
Chapter 13: Database Design
Chapter 14: Output Design and Prototyping
Chapter 15: Input Design and Prototyping
Chapter 16: User Interface Design
Chapter 17: Object-Oriented Design and Modeling Using the UML

Part Four: Beyond Systems Analysis and Design
Chapter 18: Systems Construction and Implementation

International Edition

SYSTEMS ANALYSIS AND DESIGN
METHODS
7th Edition

By Jeffrey L. Whitten, Purdue University–West Lafayette, and Lonnie D. Bentley, Purdue University–West Lafayette

2007 (December 2005) / 768 pp / Hardcover

Browse http://www.mhhe.com/whitten

Today’s students want to practice the application of concepts. As with the previous editions of this book, the authors strive to strike a balance between presentation of concepts and tools, techniques, and their applications, and to provide the most examples of system analysis and design deliverables available in any book. The textbook also serves the reader as a professional reference for best current practices.

CONTENTS

Preface
Part One: The Context of Systems Development Projects
1. The Context of Systems Analysis and Design Methods
2. Information System Building Blocks
3. Information Systems Development
4. Project Management

Part Two: Systems Analysis Methods
5. Systems Analysis
6. Fact-Finding Techniques for Requirements Discovery
7. Modeling System Requirements with Use Cases
8. Data Modeling and Analysis
9. Process Modeling
10. Object-Oriented Analysis and Modeling Using the UML
11. Feasibility Analysis and the System Proposal

Part Three: Systems Design Methods
12. Systems Design
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14. Database Design
15. Output Design and Prototyping
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17. User Interface Design
18. Object-Oriented Design and Modeling Using the UML

Part Four: Beyond Systems Analysis and Design
19. Systems Construction and Implementation
20. Systems Operations and Support

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International Edition

INFORMATION SYSTEMS DEVELOPMENT
4th Edition

By David Avison, University of Southampton and ESSEC and Guy Fitzgerald, Brunei University

2006 (March 2006) / 656 pages

McGraw-Hill UK Title

Information Systems Development has been adopted as the key text for many information systems, business and management, and computer science courses. The book has seven parts which relate to the Information Systems Development Context, the Systems Development Lifecycle, Themes of Systems Development, Techniques, Methodologies, Tools and Toolsets and finally Issues and Frameworks. This structure enables flexible use, either sequentially or by selecting sections or chapters to fit the specific needs of particular courses and favoured approaches. Offering comprehensive coverage from traditional approaches through to the most recent agile methods, the book’s unique strength lies in its combination of descriptions and insight into methodologies, techniques and tools with the analysis of context, issues and real-world problems associated with information systems development. Retaining these existing strengths, the fourth edition has been thoroughly updated and revised to reflect progress in this fast-paced discipline and to include the authors’ recent experience of teaching with the text, as well as feedback from reviewers, colleagues and students.

CONTENTS

Preface
Part 1: Introduction
1. Context
2. Information systems development

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. Organizational 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

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Object-Oriented System Analysis & Design

International Edition

OBJECT-ORIENTED SYSTEMS ANALYSIS AND DESIGN USING UML
3rd Edition
by Simon Bennett, Celesio AG, Steve McRobb, De Montfort University, and Ray Farmer, Coventry University
2006 (August 2005) / 624 pages / Softcover

McGraw-Hill UK Title
Browse http://www.mcgraw-hill.co.uk/textbooks/bennett

The book provides a clear, practical framework for development that uses all the major techniques from UML 2.0. It follows an iterative and incremental approach based on the industry-standard Unified Process. It places systems analysis and design in the context of the whole systems lifecycle, and includes generic analysis and design issues. Two realistic case studies are used throughout the book—one for illustrative examples and the other for practical exercises for the reader. The book is structured in four parts, which can be flexibly combined to meet the needs of the syllabus. The first part provides the background to information systems analysis and design and to object-orientation. The second begins with two case study chapters, and focuses on the activities of requirements gathering and systems analysis, and the basic notation of the Unified Modelling Language (UML). The third part covers the activities of system design and UML notation for object design. The final part examines the later stages of the systems development lifecycle, reuse and software development methodologies.

CONTENTS
1. Information Systems: What Are They?
2. Problems in Information Systems Development.
3. Avoiding the Problems.
4. What is Object-Oriented? 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.


International Edition

INTRODUCTION TO OBJECT-ORIENTED ANALYSIS AND DESIGN
by Stephen R Schach, Vanderbilt University - Nashville
2004 / 544 pages
(with UMLCD) -Out-of-Print
http://www.mhhe.com/schachooad

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.

International Edition

OBJECT ORIENTED SYSTEMS DEVELOPMENT
by Ali Bahrami, Rhode Island College
1999 / 432 pages
(Out of Print)

CONTENTS
PART I: Introduction
Chapter 1 Overview of Object-Oriented Systems Development
Chapter 2 Object Basics
Chapter 3 Systems Development Life Cycle: Unified Approach
PART II: Methodology and Modeling
Chapter 4 Object-Oriented Methodology
Chapter 5 Unified Modeling Language
PART III: Object-Oriented Analysis
Chapter 6 Object-Oriented Analysis: The Use Case Driven Process
Chapter 7 Object Analysis: Classification

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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
http://www.mhhe.com/bates1e and http://www.mhhe.com/batesvdc

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 unrivaled 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.

CONTENTS
Chapter 1 Principles of Voice and Data Communications-An Introduction
Chapter 2 The Evolution of the Telephone Set
Chapter 3 Introduction of the Carriers and Regulation in the Industry
Chapter 4 Signaling System 7, Intelligent Networks and Number Portability
Chapter 5 Analog versus Digital Communications
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
Chapter 13 Cable Modem Systems and Technology
Chapter 14 Overview of Cellular communications
Chapter 15 Security and Virtual Private Networks (VPN)
A friendlier voice in an area crowded with technical, formal textbooks, Miller’s style reaches the students quickly and effectively. The abundance of chapter projects and the audio/visual support of concepts enables instructors to keep students engaged.

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
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Chapter 8: Wide Area Networks
Chapter 9: Network Security
Chapter 10: The Internet
Appendix A: A Brief History of Data Communications and Computer Networks

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

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
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.

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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-Based 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

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Marketing Principles

MARKETING
9th Edition

By Roger Kerin, Southern Methodist University,
Steven Hartley, University of Denver and William
Rudelius, University of Minnesota

2009 (February 2008) / 800 pages
http://www.mhhe.com/kerin
(Details unavailable at press time)

INTERNATIONAL EDITION

MARKETING: Value-Based

By Dhruv Grewal and Michael Levy of Babson College

2008 (February 2007) / 704 pages
http://www.mhhe.com/grewal

This text applies the marketing concept. Marketing and its supplementary package was built from scratch by focusing on what the market wants. The motto, “Marketing Creates Value” permeates this text and stresses values, ethics, entrepreneurship, assessment and global topics.

FEATURES

 Assessment Tool Kit. Assessment has become an increasingly important component of business schools’ accreditation with AACSB. The web-based Tool Kit enables students to walk away from the course with a “bag of tricks”. They really learn how to do things, rather than just memorize terms, a weakness in so many other fundamental texts. The following topics are covered in the Tool Kit: SWOT Analysis (Ch. 2), Ethical-Decision Making (Ch. 3), Contemporary vs. Non-contemporary Consumer Decision Making (Ch. 5), Vendor Evaluation Analysis (Ch. 6), Market Positioning (Ch. 8), Survey Design (Ch. 9), Product Life Cycle (Ch. 11), Service Quality (Ch. 12), Break-even Analysis (Ch. 16), and Developing an Advertisement (Ch. 18).

 End of Chapter Material. Include marketing application instead of “list and describe-type” questions and exercises that asks students to go to the Internet and do reading/research, before answering thoughtful questions.

 Integrated Concepts. Other texts in this market have added concepts of market a chapter at a time, giving the concepts of marketing the look and feel of several disconnected “silos”. By integrating the concepts of marketing, this book demonstrates to students how all concepts of marketing are integrated. It gives a “bigger picture” perspective.

 Coverage of Ethics. Ethics has its own chapter (Three), plus boxed inserts called “Ethical Dilemmas” and end of chapter applications.

CONTENTS

Section 1 Assessing the Marketplace
1 Overview of Marketing
2 Developing Marketing Strategies
3 Ethics
4 Analyzing the Environment

Section 2 Understanding the Marketplace
5 Consumer Behavior
6 Business-to-Business
7 Global Markets

Section 3 Targeting the Marketplace
8 Segmenting & Targeting
9 Marketing Research

Section 4 Value Creation
10 Developing New Products
11 Managing the Product Portfolio and Branding
12 The Role of Services

Section 5 Value Capture
13 Pricing Concepts
14 Setting Prices

Section 6 Value Delivery
15 Designing the Channel and Supply Chain Management
16 Retailing

Section 7 Value Communication
17 Integrated Marketing Communication
18 Advertising
19 Personal Selling

MARKETING
An Introduction, 2nd Edition

By Ros Masterson and David Pickton of De Montfort University Business School

2008 (February 2008) / 550 pages
McGraw-Hill UK Title

(Details unavailable at press time)
NEW

International Edition

BASIC MARKETING
16th Edition

By William Perreault, University of North Carolina—Chapel Hill; Joseph Cannon, Colorado State University and E. Jerome McCarthy, Michigan State University—East Lansing

2008 (October 2006) / 800 pages
(with Student CD)

http://highered.mcgraw-hill.com/sites/007352980x/information_center_view0/

Basic Marketing 16e builds on the foundation pillars of previous editions—the four Ps framework, managerial orientation, and strategy planning focus. 16e builds upon its pioneering beginnings that introduced the “four Ps” to the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make the marketing decisions that a manager must make in deciding what customers to focus on and how best to meet their needs. Over many editions there has been constant change in marketing management and the marketing environment. Some of the changes have been dramatic, and others have been subtle. As a result, the authors have made ongoing changes to the text to reflect marketing’s best practices and ideas. Throughout all of these changes, Basic Marketing and the supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing.

NEW TO THIS EDITION

- New Co-Author. Introducing Joe Cannon! Joe Cannon is an Associate Professor of Marketing at Colorado State University. Prior to joining CSU, Joe taught at the Goizueta Business School at Emory University for five years. He received his Ph.D. in Marketing from the University of North Carolina, where he was a student of Bill Perreault. Joe also brings vast marketing and sales industry experience as well, such as time spent in sales and marketing for Eastman Kodak.

- Marketing Strategy Process Planning Model. We have enhanced the clarity of content organization through this model which shows how each chapter’s material fits into the “big picture.” This builds on a long-time strength of Basic Marketing, helping students integrate key marketing concepts.

- Expanded Emphasis on Customer Equity and Customer Service. These concepts are introduced early in the book and integrated throughout to emphasize their central role in modern marketing.

- Interesting and Integrated Coverage of Marketing Practice. This edition includes hundreds of updated concepts, examples, and best practices—across a broad variety of business and nonprofit organizations. The examples are chosen to be interesting to students and to demonstrate effective marketing.

- Ethics Questions. Each chapter now includes provocative scenario-based exercises which place students in real-world situations faced by today’s marketing managers. The questions force students to take a stand and think more deeply about the dilemmas facing marketing managers. The flexible format allows instructors to create written assignments, discuss the questions in class or simply encourage student reflection. The Instructor’s Manual provides teaching suggestions.

- Marketing Plan Coach Software. (Now located on the Student CD) Along with end-of-chapter Creating Marketing Plans questions provide a new set of flexible teaching and learning materials that demonstrate how concepts from the book are applied by marketing managers. The author developed Coach connects concepts from the book with a real marketing plan. The Coach helps students understand how to plan marketing strategies, builds their self-confidence, and helps prepare them for the business world.

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 Customers 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 Managing Marketing’s Link with Other Functional Areas
21 Developing Innovative Marketing Strategies
22 Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges

Appendix A: Economics Fundamentals
Appendix B: Marketing Arithmetic
Appendix C: Career Planning in Marketing
Index
MARKETING

International Edition

MARKETING Principles and Perspectives, 5th Edition
By William O. Bearden, University of South Carolina—Columbia, Thomas N. Ingram, Colorado State University and Raymond LaForge, University of Louisville—Louisville
2007 (November 2005) / 640 pages
(Looseleaf with OLC and Premium Content Card)
(with OLC and Premium Content Card)
[IE with OLC and Premium Content Card]
http://www.mhhe.com/bearden07

Marketing: Principles and Perspectives, 5e is a cutting edge text. In the first four editions, we demonstrated this leading coverage with our strong integration of Integrated Marketing Communication, cross-functional teams, and integration of the Internet throughout. The authors not only talk about what marketing is, but prepare students to be marketers by involving them in interactive exercises which strengthen decision making skills. Marketing, 5e offers the latest coverage and quality supplements, but is still approximately $20 less than most principles of marketing competitors. The perspectives approach is present in the fifth edition; however, the over-riding theme concentrates on building customer equity.

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Part One: Marketing in a Dynamic Environment
1. An Overview of Contemporary Marketing
2. The Global Marketing Environment
3. Marketing’s Strategic Role in the Organization
Part Two: Buying Behavior
4. Consumer Buying Behavior and Decision Making
5. Business to Business Markets and Buying Behavior
Part Three: Marketing Research and Market Segmentation
6. Marketing Research and Decision Support Systems
7. Market Segmentation and Targeting
Part Four: Product and Service Concepts and Strategies
8. Product and Service Concepts
9. Developing New Products and Services
10. Product and Service Strategies
Part Five: Pricing Concepts and Strategies
11. Pricing Concepts
12. Price Determination and Pricing Strategies
Part Six: Marketing Channels and Logistics
13. Marketing Channels
14. Retailing
15. Wholesaling and Logistics Management
Part Seven: Integrated Marketing Communications
16. An Overview of Marketing Communications
17. Advertising and Public Relations
18. Consumer and Trade Sales Promotion
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

ESSENTIALS OF MARKETING
11th Edition
By William Perreault, University of NC-Chapel Hill, Joseph Cannon, Colorado State University and Jerome McCarthy, Michigan State University—East Lansing
2008 (October 2007) / 608 pages
(with Student CD)
NEW TO THIS EDITION
❖ Integration of the Marketing Strategy Planning Process Framework from Basic Marketing 16e.
❖ New Online Applications in Basic Marketing on OLC
❖ Revised and updated PowerPoint
❖ Interactive discussion starters,
❖ Full-motion videos, ads, and photos,
❖ Provides instructors with flexible support for lectures and presentations.
❖ Accompanying speaker’s notes to minimize lecture preparation time.
❖ PowerPoint graphs that allow students to predict effects of changing variables during class discussion
❖ PowerPoint archive
❖ For instructors who wish to create their own custom slide shows
❖ Included on the Instructor CD
❖ Contains all of the PPT slides, every photo and illustration from the text, and an additional collection of ads.

CONTENTS
1. Marketing’s Role in the Global Economy
2. Marketing’s Role within the Firm or Nonprofit Organization
3. Focusing Marketing Strategy with Segmentation and Positioning
4. Evaluating Opportunities in the Changing Marketing Environment
5. Final Consumers and Their Buying Behavior
6. Business and Organizational Customers and Their Buying Behavior
7. Improving Decisions with Marketing Information
8. Elements of Product Planning for Goods and Services
9. Product Management and New-Product Development
10. Place and Development of Channel Systems
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12. Retailers, Wholesalers, and Their Strategy Planning
13. Promotion—Introduction to Integrated Marketing Communications
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17. Price Setting in the Business World
18. Developing Innovative Marketing Plans: Appraisal and Challenges

Appendices
A. Economics Fundamentals
B. Marketing Arithmetic
C. Career Planning in Marketing
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

FEATURES

- Expanded coverage on branding, ethics, and relationship marketing, updating these from the previous edition
- New content on Corporate Social Responsibility
- An updated chapter on internet marketing, to include mobile, wireless and e-mail marketing
- Expanded and updated case studies
- Colour images and adverts throughout the book to demonstrate marketing principles in practice, together with an accompanying CD featuring on-line adverts
- Strong pedagogical features; including key terms, e-marketing and marketing in action boxes, study questions, internet exercises, ethical dilemmas and review sections

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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
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Part 4: Marketing Implementation and Application
Chapter 20: Managing Marketing Implementation, Organisation and Control
Chapter 21: Marketing Services
Chapter 22: International Marketing

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Appendix B Planning a Career in Marketing

MARKETING

The Core, 2nd Edition
By Roger A. Kerin, Southern Methodist University, Eric N. Berkowitz, University of Massachusetts—Amherst, Steven W. Hartley, University of Denver and William Rudelius, University of St. Thomas

2007 (February 2006) / 400 pages
(with OLC and Premium Content Card)
[IE with OLC and Premium Content Card]

http://www.mhhe.com/kerin

MARKETING: THE CORE, 2/e by Kerin, Berkowitz, Hartley, and Rudelius continues the tradition of cutting-edge content and student-friendly set by Marketing 8/e, but in a shorter, more accessible package. The Core distills Marketing’s 22 chapters down to 18, leaving instructors just the content they need to cover the essentials of marketing in a single semester. Instructors using The Core also benefit from a full-sized supplements package that surpasses anything offered by the competition, while students will appreciate the easy-to-read paperback format that’s equally kind to both the eyes and the pocketbook. The Core is more than just a “baby Kerin”; it combines great writing, currency, and supplements into the ideal package for budget-conscious students and time-conscious professors.

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MARKETING

8th Edition
By Roger A. Kerin, Southern Methodist University, Steven W. Hartley, University of Denver, Eric N. Berkowitz, University of Massachusetts—Amherst and William Rudelius, University of Minnesota—Mnneapolis

2006
(with Student CD and PowerWeb)
[IE with CD and PowerWeb]

http://www.mhhe.com/kerin06

Marketing, 8e by Kerin, Hartley, Berkowitz, and Rudelius continues a tradition of 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. This edition is available in both print version and interactive /online version via PowerText, an integrated learning experience that combines the traditional content of a textbook with the media-rich environment of the Internet and both versions are supported by a dramatically expanded and improved multimedia teaching package.

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14 Arriving at the Final Price
Appendix B Financial Aspects of Marketing
15 Managing Marketing Channels and Wholesaling
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18 Integrated Marketing Communications and Direct Marketing
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22 Pulling It All Together: The Strategic Marketing Process
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International Edition

MARKETING
Creating and Delivering Value, 5th Edition
By Pascale Quester, University of Adelaide and Robyn Mcguiggan, University of Technology
2006 (October 2006)
McGraw-Hill Australia Title
http://www.mhhe.com/au/quester4e

Quester and Mcguigan’s text has evolved from the traditional 4 Ps, embracing new shifts and trends in the industry and taking introductory students on an exploration of marketing with unprecedented vitality and energy. Interesting and relevant real examples challenge students to open their eyes to the applications surrounding them in the world and through media channels. The fifth edition includes engaging new topical case studies; the addition of challenging end-of-chapter questions and projects; even stronger links to industry; and an increased emphasis on ethics, relationship marketing, global marketing, and societal marketing.

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

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

Introductory Marketing
-Supplement-

NEW

ANNUAL EDITIONS: MARKETING 08/09
2009 Update, 31st Edition
By John E Richardson, Pepperdine University – Los Angeles
2009 (February 2008) / 240 pages
McGraw-Hill/Dushkin Title
http://www.mhcls.com/text-data/catalog/0073397776.mhtml

This 2009 Update Edition of ANNUAL EDITIONS: MARKETING 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 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, 0073301906 is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

NEW

ANNUAL EDITIONS: MARKETING 08/09
30th Edition
By John E Richardson, Pepperdine University – Los Angeles
2008 (September 2007) / 240 pages
McGraw-Hill/Dushkin Title
http://www.mhcls.com/text-data/catalog/0073369462.mhtml

This Thirtieth Edition of ANNUAL EDITIONS: MARKETING 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.
MARKETING

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UNIT 1 Marketing in the 2000s and Beyond
Part A Changing Perspectives
25 Years 5. Customers at Work
Part B The Marketing Concept
Customer Connection New! 8. The Big Opportunity 9. Listening to
Starbucks
Part C Services & Social Marketing
10. Surviving in the Age of Rage New! 11. Nonprofits Can Take Cues
from Biz World
Part D Marketing Ethics & Social Responsibility
Marketers Use to Get Kids to Want Stuff Bad

UNIT 2 Research, Markets, and Consumer Behavior
Part A Market Research
Part B Markets and Demographics
17. A New Age for the Ad Biz 18. The Halo Effect: Christian Consumers
Are a Bloc That Matters to All Marketers New! 19. Holy Seas New!
20. Gen Y Sits on Top of Consumer Food Chain
Part C Consumer Behavior
Mist

UNIT 3 Developing and Implementing Marketing Strategies
23. The Very Model of a Modern Marketing Plan
Part A Product
24. He Came. He Sawed. He Took on the Whole Power-Tool In-
Problem
Part B Pricing
Surprising Secret for Profitability 29. Boost Your Bottom Line by Taking
the Guesswork Out of Pricing
Part C Distribution
30. The Old Pillars of New Retailing New! 31. Why Costco Is So Damn
Addictive New! 32. A Sales Channel They Can’t Resist
Part D Promotion
New! 33. Direct Mail Still Has Its Place 34. The Online Ad Surge 35.
Behind the Magic

UNIT 4 Global Marketing
Strategy 37. Segmenting Global Markets: Look Before You Leap
40. Tech’s Future 41. The Great Wal-Mart of China 42. Selling to
the Poor

MARKETING GAME!
3rd Edition
By Charlotte Mason and William Perreault of University of North Caro-
lina
2002 / 128 pages
(with Student CD-ROM)
[IE with CD-ROM]
The Marketing Game is a competitive marketing strategy simula-
tion that allows students the opportunity to apply their marketing
knowledge in a fun and interesting way. The Marketing Game is ap-
plicable 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 applica-
tive 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 objectives, and
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 - SOFTWARE
International Edition

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
2008 (July 2007) / 608 pages
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 market-
ing 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

Complimentary desk copies are available for
course adoption only. Kindly contact your
local McGraw-Hill Representative or fax the
Examination Copy Request Form available on
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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.

FEATURES

✦ Essentials of Marketing Research is the only book of its kind to offer a complete chapter on qualitative research. Where other books explore the how of qualitative research without exploring the why, Hair demonstrates how to put qualitative research to work, exploring important issues such as coding qualitative data and identifying themes and patterns.

✦ The book extensively covers the proper techniques for conducting a literature review, emphasizing online resources (such as Google and Yahoo) familiar to students.

✦ This text strongly emphasizes the role of secondary data (both from within the firm as well as from external sources such as syndicated studies), particularly as part of a CRM (Customer Relationship Management) strategy.

✦ An excellent continuing case throughout the book enables the instructor to illustrate concepts using a realistic example. The Santa Fe Grill case centers on two college students opening their own business, a scenario sure to pique the interest of students using the book. A data set is provided for use with the continuing case.

✦ Coverage of quantitative data analysis is clearer and more extensive than in other texts. Specific step-by-step instructions are included on how to use SPSS software to execute data analysis for all statistical techniques.

✦ Chapter 2 features extensive treatment of preparing research proposals, including examples.

✦ The text is integrated with the newest version of powerful software from SPSS, which allows analysis of the variables and statistical techniques covered in the book.

✦ The authors have created sample databases 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/hair06

✦ Marketing Research In Action boxes allow students to understand how marketing research is applied in businesses today. The topic of each Marketing Research In Action is set up in the introductory vignette and then revisited just before the Summary, allowing the information to “bookend” each chapter.

✦ A Closer Look at Research boxes (1-2 per chapter) come in three varieties: Using Technology, Small Business Implications, and In the Field-and are intended to expose students to some real-world issues.

✦ Ethics. These boxes (1-2 per chapter) make students aware of the ethical issues that face managers charged with carrying out market research.

✦ Global Insights (1 per chapter) focus students on the global implications of and opportunities for marketing research.

✦ Marginal Definitions (10-12 per chapter) reinforce the definitions provided in the narrative and make reviewing for exams easier.

✦ The book’s website allows students to complete a marketing research project with online support through all stages: Planning, Research, and Reporting. Under these main headings are a series of modules that will help students manage the processes necessary for sound business decisions.

✦ Found on the book website, Marketing Research Cases ask students to answer a few short questions related to the chapter material. Where relevant, there is an example of secondary research as well as primary research and students are asked to apply chapter concepts in order to analyze the case.

✦ Experience the Internet. These exercises (1-2 per chapter), which are a part of the end-of-chapter questions, give students hands-on experience in using the Web for marketing research.

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Part 1: The Role and Value of Marketing Research Information
Chapter 1—Marketing Research for Decision Making
Chapter 2—The Marketing Research Process and Proposals

Part 2: Designing the Marketing Research Project
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

NEW TO THIS EDITION

✦ Three new chapters - Measurement and Scaling; Rural Marketing Research, and Organized Retailing.

✦ Use of SPSS highlighted in relevant topics (Chapter 15, 17 & 18).

✦ Chapter 11 on Sampling Size Decisions has been strengthened by giving a detailed example of how to determine sample size while using stratified random sampling.

✦ Chapter 21 on New Product Development and Test Marketing gives a detailed treatment of text markets by including different types of text markets that are being currently used.

✦ Additional scales have been covered in the chapter Attitude Scales.

✦ Discussion on nonparametric tests has been widened.
Many old cases have been replaced with new ones.

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. Multivariant Analysis 1 (Dependence Methods)
18. Multivariant 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

FEATURES
- New! chapters covering Interviews (Chapter 4) and Focus Groups (Chapter 5)
- New! Appendix on careers in marketing research
- New! Online example on the preparation of a marketing research report
- Expanded coverage on qualitative methodology
- Regionally relevant and real life cases
- Fresh design, strong use of colour and rich array of photographs
- Industry-standard SPSS is integrated throughout the text and data sets are provided online
- Rich online resources for both lecturers and students alike.

NEW! chapters covering Interviews (Chapter 4) and Focus Groups (Chapter 5)

New! Appendix on careers in marketing research

New! Online example on the preparation of a marketing research report

Expanded coverage on qualitative methodology

Regionally relevant and real life cases

Fresh design, strong use of colour and rich array of photographs

Industry-standard SPSS is integrated throughout the text and data sets are provided online

Rich online resources for both lecturers and students alike.

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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
Marketing Research is written to introduce readers to the interesting and challenging world of research-supported marketing decisions. Donald Cooper and Pamela Schindler use their research and teaching experience, as well as their contacts in the research industry, to create a text full of practical examples and researcher insights. Unlike other first editions, the author team of Cooper and Schindler have been writing successful textbooks in research methods for more than a decade. In Marketing Research they tap into their experience to create a fresh visual approach full of practical examples and researcher insights.

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 Simaltto+Plus
Chapter 23 Presenting Insights and Findings: Written and Oral Appendixes AA Summary of Marketing Research to 1950
B Case Abstracts
C Focus Group Discussion Guide
D Direct Marketing Association Information Security Guidelines
E Nonparametric Significance Tests
F Selected Statistical Tables
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Name/Company/Product Index Subject Index
CONSUMER BEHAVIOR
8th Edition
By Paul Peter, University of Wisconsin-Madison
and Jerry Olson, Olson Zaltman Associates

2008 (January 2007) / 576 pages

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.

NEW TO THIS EDITION

- Coverage of Ethics. Increased and integrated coverage of Ethics forces students to think more deeply about the dilemmas facing marketing managers.
- Chapter Openers. All new or updated chapter opening vignettes demonstrate real-world scenarios that involve consumer behavior which allow students to think through their decisions step-by-step.
- New cases. Approximately 2/3 of the cases in the book are either new or updated and provide additional illustrations of the concept being reviewed. Presentation will better capture student attention and will help to reinforce the concepts learned.

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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
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6 Measuring Market Opportunities: Forecasting and Market Knowledge
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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
14 Marketing Strategies for the New Economy
15 Strategies for New and Growing Markets
16 Strategic Choices for Mature and Declining Markets

Implementing and Controlling Marketing Programs
17 Organizing and Planning Effective Implementation
18 Measuring and Delivering Marketing Performance

CONSUMER BEHAVIOR
Building Marketing Strategy, 10th Edition
By Delbert I. Hawkins and Roger J. Best of University of Oregon and Kenneth A. Coney, University of Alabama--Tuscaloosa and Kenneth A. Coney (deceased)
2007 (April 2006) / 832 pages
(with DDB Needham Data Disk)
[IE with DDB Needham Data Disk]

http://www.mhhe.com/hawkins10e

Consumer Behavior, 10/e, by Hawkins, Best, & Coney offers balanced coverage of consumer behavior including the psychological, social, and managerial implications. The new edition features current and exciting examples that are tied into global and technology consumer behavior issues and trends, a solid foundation in marketing strategy, integrated coverage of ethical/social issues and outlines the consumer decision process. This text is known for its ability to link topics back to marketing decision-making and strategic planning which gives students the foundation to understanding consumer behavior which will make them better consumers and better marketers.

CONTENTS

Part One Introduction.
Chapter 1 Consumer Behavior and Marketing Strategy.
Part Two External Influences.
Chapter 2 Cross-Cultural Variations in Consumer Behavior.
Chapter 3 The Changing American Society: Values.
Chapter 4 The Changing American Society: Demographics and Social Stratification.
Chapter 5 The Changing American Society: Subcultures.
Chapter 6 The American Society: Families and Households.
Chapter 7 Group Influences on Consumer Behavior.
Part Two Cases Cases 2–1 through 2–9. Part Three Internal Influences.
Chapter 8 Perception.
Chapter 9 Learning, Memory, and Product Positioning.
Chapter 10 Motivation, Personality, and Emotion.
Chapter 11 Attitudes and Influencing Attitudes.
Chapter 12 Self-Concept and Lifestyle.
Part Three Cases Cases 3–1 through 3–10.
Part Four Consumer Decision Process.
Chapter 13 Situational Influences.
Chapter 14 Consumer Decision Process and Problem Recognition.
Chapter 15 Information Search.
Chapter 16 Alternative Evaluation and Selection.
Chapter 17 Outlet Selection and Purchase.
Chapter 18 Postpurchase Processes, Customer Satisfaction, and Customer Commitment.
Part Four Cases Cases 4–1 through 4–8.
Part Five Organizations as Consumers.
Chapter 19 Organizational Buyer Behavior.
Part Five Cases Cases 5–1 and 5–2.
Part Six Consumer Behavior and Marketing Regulation.
Chapter 20 Marketing Regulation and Consumer Behavior.
Part Six Cases Cases 6–1 and 6–2.
Appendix A Consumer Research Methods.
Appendix B Consumer Behavior Audit.
Indexes
Whether or not we are marketers, we are, definitely, all consumers. We undertake simple or complex purchases each and every day of our lives. Welcome to the fifth edition of Consumer Behaviour: Implications for Marketing Strategy. Exposure to consumer behaviour principles will help you understand how consumer decisions are made, and what factors influence both the decision-making process and its outcomes. Consumer Behaviour: Implications for Marketing Strategy guides students’ exploration into the field of consumer behaviour. The text covers complex types of decision-making processes, before focusing on the two main factors that affect it, namely internal and external influences. Enhanced within each chapter is coverage of consumer purchasing decisions for goods and services, including many local and global examples from the region.

FEATURES
- Chapters on demographics, lifestyles and culture have been completely updated to reflect the changing nature of the Australian and New Zealand marketplaces
- Coverage on the increasing use of technology in society
- Recent examples of industry practice and emphasis on the importance of ethics
- For each concept covered, marketing implications are also discussed thereby providing the necessary bridge between theory and practice
- Strong Australasian brand presence by way of chapter opening vignettes, case studies, advertisements and boxed features
- Two new extra case types, Tute Teasers and Spotlight on New Zealand
- Rich pedagogical package guides students exploration into the field of consumer behaviour by way of student friendly layout and design
- Instructors will also be able to relish in a full-sized supplements package including new locally produced videos
- Additional online resources for both lecturers and students can be found on the Online Learning Centre.

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Chapter 4 Information Search
Chapter 5 Evaluating and selecting alternatives
Chapter 6 Outlet selection and purchase
Chapter 7 Post purchase processes, customer satisfaction and consumer loyalty

PART 2 INTERNAL INFLUENCES
Chapter 8 Perception
Chapter 9 Learning and memory
Chapter 10 Motivation, personality and emotion
Chapter 11 Attitude and attitude change
PART 3 EXTERNAL INFLUENCES
Chapter 12 Australasian society: demographics and lifestyles
Chapter 13 Household structure and consumption behaviour
Chapter 14 Group influence and communication
Chapter 15 Social Class
Chapter 16 Culture and cross-cultural variations in consumer behaviour

PART 4 CONTEMPORARY TOPICS IN CONSUMER BEHAVIOUR
Chapter 17 Business-to-Business buying behaviour
Chapter 18 Consumers and society
Appendix A Consumer research methods
Appendix B Examples of consumer and marketing legislation and self-regulation in Australia and New Zealand.
various aspects of the external environment, this new chapter provides
an essential framework for increasing the book’s global focus and instruction on the strategic and tactical marketing phenomena rather than on the strategic and tactical marketing decisions that managers and entrepreneurs must make each and every day. This 6th 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. Also, an entire chapter (Chapter 15) is devoted to the development of marketing strategies for the new economy. The author team’s rich entrepreneurial, marketing management, and consulting experience spans a broad variety of manufacturing, service, software, and distribution industries provides an abundance of real-world, global perspectives.

NEW TO THIS EDITION

- Coverage of New Technology. Chapter 14 has been extensively updated to bring to this edition the latest developments in Web-based marketing including new technologies like RSS feeds and other new wrinkles that have emerged in what’s now loosely called Web 2.0. As the Web continues to evolve, keeping students (this is the easier part, as the changes are being led by their generation) and instructors (the more difficult part!) current on such developments is simply essential.

- New Sequencing of Topics. We’ve moved our overview of the product life cycle and its strategic implications to Section Four, where it serves as the foundation for Chapters 15 and 16, which examine marketing strategies for product-markets in different stages of development.

- 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. Even many of the extensive case vignettes that open each chapter now focus on firms in Europe, Asia, and Africa.

- Integrated Material. The Authors have combined the two chapters dealing with the market environment, industry, and competitive analysis (Chapters 3 and 4 in the previous editions) into a single chapter called “Understanding Market Opportunities” (Chapter 3 in this 6th edition). By bringing together and integrating material dealing with various aspects of the external environment, this new chapter provides a more comprehensive framework for evaluating the attractiveness of markets and industries at the macro and micro levels.

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Chapter 17 Organizing and Planning for Effective Implementation
Chapter 18 Measuring and Delivering Marketing Performance
MARKETING MANAGEMENT
Text and Cases
2005 / 832 pages
(Out of Print)

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3. Tesco Plc
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4. Creating Value
5. Freemarkets OnLine
6. Xerox: Book-In-Time
7. Freeport Studio
8. Omnitel Pronto Italia
III Choosing Customers
9. Target Market Selection and Product Positioning
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28. Coca-Cola’s New Vending Machine (A): Pricing To Capture Value, or Not?
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VII Branding
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32. Charles Schwab Corp.: Introducing A New Brand
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34. UNICEF 35. Steinway & 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
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 (November 2007) / 384 pages

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.

NEW TO THIS EDITION

- New examples of entrepreneurial companies: New examples of how entrepreneurial companies are using the strategic tools and frameworks that this book brings to life are integrated throughout the text. This feature helps the student with a growing interest in learning what it will take to run their own company.
- Two new opening vignettes: As the importance of international trade on the global economic stage is ever-increasing, two new vignettes bring to life how fast-growing companies from small European countries-Ireland’s Ryanair and Finland’s Nokia—have earned their spurs as global leaders in their respective industries.
- Chapter 11 (Marketing Strategies for the New Economy) updated—Includes the latest Web developments of crucial importance to marketers of all kinds—blogs, email marketing, etc. This enables students to see the inexorable rise in the importance of the Internet as an advertising and selling medium.
- Chapter 13 (Marketing Metrics for Marketing Performance) -Updated material reflects the growing importance that marketing executives are placing on measuring the impact and effectiveness of marketing programs. Students will be well-equipped to contribute to the development of dashboards and other systems for measuring marketing performance.

CONTENTS

Section 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

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

International Edition

MARKETING

Strategic Marketing
- Text

International Edition

MARKETING

Strategic Marketing
- Text

International Edition

MARKETING

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- Text

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- Text
MARKETING

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 5.9. Data sources

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
brand equity has become a top priority challenge in companies around the world as students need to be aware of this challenge.

- 21 New Cases out of a total of 44. Cases from high profile companies are found at the end of each section. The cases help the student apply the concepts and methods discussed in the chapters and can be used for class discussion. They consider a wide variety of business environments (domestic and international, goods and services, organizations of different sizes).

- Topical coverage has been expanded to better position the book for teaching and learning in today’s rapidly changing business environment. Each chapter has been revised to help students incorporate new chapters and examples, improve readability and flow, and encourage the interest and involvement to the student.

- Contemporary Topics Addressed. The authors continue to integrate and update coverage of strategic relationships, organizational learning, mass customization, teamwork, databases, activity-based costs, value-migration, competitive benchmarking, competing on capabilities, and new organizational forms. Integration of these topics reflects how thorough this revision is and how current the coverage and cases are. This type of coverage prepares students for the marketing environment today and the future.

- Complete and expanded teaching resources — learning portfolio is available on the Instructor’s Resource CD-ROM. The Instructor’s Manual has been substantially revised and expanded to improve its effectiveness in supporting course planning, case discussion, and examination preparation. These features offer considerable flexibility in course design depending on the instructor’s objectives.

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PART ONE Strategic Marketing
1 Market-Driven Strategy
1A Appendix Financial Analysis for Marketing Planning and Control
Cases for Part One
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
11 Pricing Strategy
12 Promotion, Advertising, and Sales Promotion Strategies
13 Sales Force, Internet, and Direct Marketing Strategies
Case for Part Four
PART FIVE Implementing and Managing Market-Driven Strategies
14 Designing Market-Driven Organizations
15 Marketing Strategy Implementation and Control
Cases for Part Five
PART SIX Comprehensive Cases

International Edition

STRATEGIC MARKETING MANAGEMENT CASES
7th Edition
By David Cravens, Texas Christian University
2002
(with Excel Spreadsheet CD) - Out of Print
[IE with Excel Spreadsheet CD]

CONTENTS
Part 1 Market Orientation and Organizational Learning
Part 2 Marketing Program Development
Part 3 Growth Strategies
Part 4 Innovation and Strategic Brand Management
Part 5 Supply Chain Management and Partnership Alignment
Part 6 Cross-Functional Integration
Part 7 Implementing Marketing Plans and Assessing Performance
Appendix A Marketing Financial Analysis
Appendix B Guide to Case Analysis
Index of Cases

Advertising & Promotion / IMC

ESSENTIALS OF CONTEMPORARY ADVERTISING
2nd Edition
By William F Arens (deceased) and David Schaefer, Sacramento City College
2009 (February 2008) / 608 pages
(Details unavailable at press time)
NEW

ADVERTISING AND PROMOTION
An Integrated Marketing Communications Perspective, 8th Edition
By George Belch and Michael Belch of San Diego State University
2009 (June 2008) / 864 pages
(Features unavailable at press time)

NEW

International Edition

CONTEMPORARY ADVERTISING
11th Edition
By William Arens, Michael Weibold and Chris Arens
2008 (March 2007) / 752 pages
http://www.mhhe.com/arens11e

Contemporary Advertising, 11/e, is one of the best-selling advertising texts in this field. Known as the “coffee table book” for Advertising, it is known for its current examples, the author’s ability to pull from real-world experiences, and the clear writing style. Taking a comprehensive view of the industry, this text presents advertising from the creative standpoint and Arens draws from his own industry experience to lend life to the examples. Author Bill Arens continues to address the importance of Integrated Marketing Communications (IMC) in the field of Advertising and how it impacts advertising strategy through featured examples of IMC campaigns.

NEW TO THIS EDITION

- Then and Now Part Openers. To highlight Contemporary Advertising’s 25th anniversary, we have new part openers aptly named Then and Now. Each of the five part openers feature a retrospective of certain brands that have evolved with or through their advertising over the years. Ads spanning the last 20 to 30 are provided.
- The Advertising Experience. These new end-of-chapter exercises are hands-on in application and place the student in the advertisers’ shoes. Effective as outside assignments or in-class discussion starters, The Advertising Experience allows students to effectively apply their knowledge of each chapter. Each Then and Now part opener is also highlighted within the chapters’ Advertising Experience to fully integrate the brand’s relevance to the chapter’s concepts.
- NEW 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.

FEATURES

- Chapter-opening vignettes: capture and hold students’ interest. The vignettes are closely tied to chapter content and provide real-world examples that show advertising in action.
- Award-winning graphic design: an important feature for a book that teaches students about the importance of quality in advertising art and production.
- Full-color advertising portfolios: These portfolios bring students real-life examples of the best advertising example in the field. These examples provide unique insight into the world of advertising and how it weaves relevance to the world we live in—from the groundbreaking historical ads of Kodak and Coca-Cola to modern images from Puma, Sony, and Vespa.
- Creative Department: this feature shows how print and television ads are produced. Transvision mylar inserts effectively illustrate the production process by featuring the many phases in the creation of a print ad.
- Ethical Issues: these boxed readings introduce students to current topics and controversies in advertising, showing them the thought processes and decisions advertisers make each day.
- Checklists: located throughout the text, this feature stimulates memory, organize thinking, and reinforce important chapter topics, tools, and skills.
- Excellent Website: Includes more resources for students and instructor. Student resources include student quizzes, the Advertising Reference Library, Career Planning in Advertising, Industry Resources, Advertising and IMC Plan outlines, and clips from the video package. The Instructor’s side includes the Instructor’s Manual, PowerPoint, Video Clips and Video Instructor’s Manual, link to industry resources and link to PageOut for access to test materials.

NEW TO THIS EDITION

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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, Trade Shows, and Supplementary Media

Part Six Integrating Marketing Communications Elements
Chapter 15 Media Planning and Buying
Chapter 16 Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion
Chapter 17 Relationship Building: Public Relations, Sponsorship, and Corporate Advertising

New

ADVERTISING AND PROMOTION
An Integrated Marketing Communications Perspective, 7th Edition
By Michael A. Belch and George E. Belch of San Diego State University—San Diego
2007 (May 2006) / 864 pages
(with PowerWeb)
[IE with PowerWeb]
http://www.mhhe.com/belch07

Advertising and Promotion: An Integrated Marketing Communications Perspective, 7/e, by Belch and Belch, is the number one text in the Advertising market. As the field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies, 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.

CONTENTS
Part I: Introduction to Integrated Marketing Communications
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: 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 Interactive Media
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
Glossary of Advertising and Promotion Terms
Endnotes
Credits and Acknowledgments
Name and Company Index
Subject Index

NEW

INTEGRATED MARKETING COMMUNICATIONS
By Tom Duncan and Hans Ouwersloot

2007 (November 2007) / 672 pages
McGraw-Hill UK Title

This book explains the principles and practices of advertising and the other marketing communication functions within an integrated context complete with an integrated planning process. Duncan’s text presents the new ways companies communicate with business-savvy customers. It also shows how and why top management demands accountability of how advertising and promotion dollars are spent. The text provides students with a basic understanding of all the major marketing communication functions, the major 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. Based on feedback from reviewers, author Tom Duncan has increased the 2nd edition coverage of key advertising concepts (such as channel marketing, customer service, direct response and personal selling) to ensure a well-rounded approach to the Principles of Advertising course.

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 MESSAGE
Chapter 5 IMC Planning
Chapter 6 Creative/Creative Strategies
Chapter 7 Message execution
Chapter 8 Media characteristics
Chapter 9 Planning Media Strategy: Finding Links to the Market

Part III: Integrating Advertising With Other Elements of the Communication Mix
Chapter 10 Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion
Chapter 11 Relationship Building: Public Relations, Sponsorship, and Corporate Advertising

Part IV: The Marketing Communication Functions
Chapter 12 Internet and e-Commerce
Chapter 13 Advertising and IMC Media Planning
Chapter 14 Advertising and IMC Creative Strategies

Part V: Using Advertising Media
Chapter 15 Using Print Media
Chapter 16 Using Electronic Media: Television and Radio
Chapter 17 Using Digital Interactive Media and Direct Mail
Chapter 18 Using Out-of-Home, Exhibitive, and Supplemental Media

International Edition

PRINCIPLES OF ADVERTISING AND IMC
2nd Edition
By Tom Duncan, University of Colorado Boulder

2005 / 800 pages
(with AdSim CD-ROM) - Out of Print
[IE with PowerWeb OLC & SmartSim CD]

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

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COMPLIMENTARY COPIES
ABC'S OF RELATIONSHIP SELLING
10th Edition
By Charles Futrell, Texas A&M University
2009 (February 2008) / 512 pages

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
Chapter 4: Communication for Relationship Building: It's Not All Talk
Chapter 5: Sales Knowledge: Customers, Products, Technologies
Part III: The Relationship Selling Process
Chapter 6: Prospecting: The Lifeblood of Selling
Chapter 7: Planning the Sales Call Is a Must!
Chapter 8: Carefully Select Which Sales Presentation Method to Use
Chapter 9: Begin Your Presentation Strategically
Chapter 10: Elements of a Great Sales Presentation
Chapter 11: Welcome Your Prospects Objections
Chapter 12: Closing Begins the Relationship
Chapter 13: Service and Follow-Up for Customer Retention
Part IV: Time and Territory Management: Key to Success
Chapter 14: Time, Territory, and Self-Management: Keys to Success
Appendix A: Sales Call Role Plays
Appendix B: Personal Selling Experiential Exercises
Appendix C: Selling Globally
Appendix D: Answers to Crossword Puzzles
Glossary of Selling Terms
Notes
Photo Credits and Acknowledgments
Relationship Selling and Sales Management

By Mark Johnston and Greg Marshall of Rollins College-Winter Park

2008 (February 2007) / 512 pages
http://www.mhhe.com/johnston2e

Now available in its second edition, Relationship Selling has already 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

Expert Advice: Each chapter begins with an opening vignette from a working sales professional, who shares with the reader important elements of his or her success related to important issues covered in that chapter.

Relationship Selling Math Appendix: Many instructors mention the need for better quantitative skills among their sales and marketing students. This great new class assignment shows students how a salesperson can quantify the value proposition of a product they are presenting to a customer.

Sales Proposal Appendix: Preparing a sales proposal is a great way for students to tap into the creativity and professionalism they’ll need in dealing with clients. This appendix provides a complete template for creating a sales proposal assignment for the course.

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
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Chapter 4: Communication for Relationship Building: It’s Not All Talk

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Chapter 6: Prospecting: The Lifecircle of Selling
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Chapter 10: Elements of a Great Sales Presentation
Chapter 11: Welcome Your Prospects Objectively
Chapter 12: Closing Begins the Relationship
Chapter 13: Service and Follow-Up for Customer Retention
Part IV: Careers in Selling
Chapter 14: Time, Territory, and Self-Management: Keys to Success
Appendix A: Sales Call Role Plays
Appendix B: Personal Selling Experiential Exercises
Appendix C: Selling Globally

International Edition

SELLING
Building Partnerships, 6th Edition
By Barton W. Weitz, University of Florida, Stephen B. Castleberry, University of Minnesota, and John F. Tanner, Baylor University
2007 (November 2005)
(with ACT! Express CD)
[IE with ACT! Express CD]
http://www.mhhe.com/weitz07

Selling: Building Partnerships, 6e, by Weitz, Castleberry, and Tanner is the first text to integrate the partnerships/relationship theme in the selling course. It presents selling theories and skills and encourages the students to practice applying them. Students will be presented with situations that occur in the field. This content will dovetail nicely into the training they receive from companies they go to work for.

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

SELLING MANAGING CUSTOMER RELATIONSHIPS
3rd Edition
By Rix, Western Sydney Institute of TAFE-Blacktown College, Buss and Herford
2006 (January 2006)
McGraw-Hill Australia Title

This brand new edition reflects the substantial changes that have occurred in personal selling. The text focuses on the two fundamentals of personal selling—consultation and persuasion—together with in-depth coverage of customer relationship management strategies for practical success in the field. It provides extensive opportunities for both new and experienced salespeople to develop their knowledge and skills. Selling 3e introduces a new chapter on CRM and in-depth coverage throughout on this expanding and dynamic topic. In addition, it includes end-of-chapter case studies, website references, and challenging cases at the close of the text, all with a practical focus. The book’s extension section includes class activities, role plays and workbook sections to facilitate group research and discussion. This book has a clear and accessible writing style, and is an invaluable resource for sales trainees and students in selling courses at university and vocational colleges. The chapters on negotiating with customers and presenting to customer groups provide an ideal reference for salespeople and others who are looking to further develop their selling skills. It also demonstrates how the practices and technologies of customer relationship management (CRM) can be used by salespeople to improve their sales performance. This third edition offers a free 30-day trial of ACT!7 software, one of the most popular CRM packages used in business today.

CONTENTS
Part 1: Customers and Organisations.
Chapter 1: Selling, Marketing and Customer Relationship Management.
Chapter 2: Understanding Consumers.
Chapter 3: Understanding Organisational Buyers.
Chapter 4: Ethical and Legal Issues in Selling.
Part 2: Preparing to Build Customer Relationships.
Chapter 5: Developing your Communication Skills.
Chapter 6: Getting Organised.
Chapter 7: Prospecting.
Part 3: Conducting Sales Interviews with Customers.
Chapter 8: Selling as Consultation.
Chapter 9: Managing Objections and Buyer Concerns.
Chapter 10: Obtaining Commitment.
Part 4: Managing Customer Relationships.
Chapter 11: CRM in the Modern organisation.
Appendix to Chapter 11. Implementing customer contact programs.
Chapter 12: Managing Relationships with Key Customers.
Chapter 13: Negotiating with Customers.
Chapter 14: Making Presentations to Customer Groups.
Part 5: Extension Case Studies and Activities

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Sales Management

NEW
International Edition

CHURCHILL/FORD/WALKER’S SALES FORCE MANAGEMENT
9th Edition
By Mark Johnston and Greg Marshall of Rollins College-Winter Park
2009 (February 2008) / 512 pages
(Details unavailable at press time)

NEW
International Edition

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
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.

NEW TO THIS EDITION
△ Revised technology coverage includes the impact of customer relationship management systems on strategic planning, profitability analysis, individual evaluation, and other facets of selling and sales force management. Other updated technology issues include the latest on Internet selling, virtual offices, web-based recruiting and training, and the use of both virtual presentations and instant messaging in the sales process.
△ Chapter 7 (Developing, Delivering, and Reinforcing a Sales Training Program) has been totally re-written to reflect the latest changes in training. This includes training in growth-related knowledge (creativity training, coping skills) and meta knowledge (learning orientation, self-management).

△ The book includes expanded discussion of how international companies organize their sales force through global account management, and several new “International Perspectives” boxes discuss the impact of global issues on strategic sales management issues.
△ Approximately 25% of the book’s cases are brand new in the 12th edition. In addition, each chapter has two to four cases that focus on specific issues related to the content. Finally, there are six longer, integrative cases in an appendix at the end of the book. Data for selected cases is available on an Excel spreadsheet.
△ New figures, boxed materials, and other graphics have been added to make the book more readable and understandable.
△ In the recruitment and selection chapters, discussion of minority recruitment has been expanded, as well as coverage of the latest techniques of salesperson selection interviews.
△ When discussing sales territory design, the authors present recent research on the negative consequences of unbalanced territories.
△ In response to user feedback, a detailed discussion of sales quotas has been added to Chapter 10.

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
McGraw-Hill India Title
http://www.mhhe.com/s&d

This book would fulfill the need for a text that covers the concepts of sales and distribution management and their applications in day-to-day business. Integration of sales and distribution management functions is the underlying theme of the book, which recognizes the fact that today there is probably no sales manager who does not have distribution responsibilities as well. Also, the treatment amply reflects that these managers are empowered to coordinate sales and distribution functions to achieve the larger goals and objectives of their organizations. To illustrate the concepts, examples have been cited from...
India as well as abroad, and from the consumer and industrial goods sectors. Many of these examples are from the rich experience of the authors as operating managers, consultants, and teachers. With its treatment and coverage, the book would be useful to the students of MBA/PGDM programs of autonomous institutions and universities. Practicing professionals working in the areas of sales and marketing management would find it a useful reference.

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

SALES AND DISTRIBUTION MANAGEMENT

Text and Cases
By Krishna Havaldar and Cavale
2006 (June 2006) / 560 pages

McGraw-Hill India Title
http://www.mhhe.com/s&d

The book contains all major concepts in “sales” and “distribution. All important concepts are illustrated with Indian examples both from industrial and consumer goods. The concepts have been dealt in a practical manner for a sales manager who wants to adopt some of the practices enumerated. Both sales and distribution are being used jointly in the context of a manager as there is no sales manager who does not have distribution responsibilities. The tables and charts in the book which are taken from businesses in the manner in which they are being used. Most of the examples given are from the rich experience of the authors as operating managers, consultants, and teachers.

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

International Edition

CHURCHILL/FORD/WALKER’S SALES FORCE MANAGEMENT
8th Edition
By Mark Johnston and Greg Marshall of Rollins College – Winter Park
2006 / 512 pages
http://www.mhhe.com/sfm8e

The primary goal of Sales Force Management, 8e is to offer students the most comprehensive, up-to-date, and integrated overview of the theory, research, and management practices relevant to sales management. In revising the book we continue to focus on creating a book that enables students to take the wealth of information available and apply it to “real world” sales management problems and opportunities. The Eighth Edition, like the others before it, showcases how real managers use current theory and research in their own organizations. By identifying recent practices, applications, and the use of state-of-the-art technologies this edition combines in one source real world sales management “best practices” with cutting edge research and theory. Instructors will find that they are proud to present the information and approach to sales management within the Eighth Edition to both undergraduate and graduate business students, as it captures the essence of what it means to be a successful sales manager in the customer relationship era.

CONTENTS

Chapter 1 Introduction to Sales Management in the Twenty-First Century
Part One: Formulation of the 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
Chapter 11 Designing Compensation and Incentive Programs
Part Three: Evaluation and Control of the Sales Program
Chapter 12 Cost Analysis: Analyzing the Cost of Implementing CRM for Neobrands
Chapter 13 Behavior and Other Performance Analyses
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
(Details unavailable at press time)

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 CSCL Reaching for Top Three
Case 3 ASL Marine Sees Surge in Order
Case 4 Fuji Xerox Targets the Graphic Arts Industry
Case 5 The Sin Soon Huat Story
Case 6 The Siam Cement Group: A Significant Asian Manufacturing Conglomerate
Case 7 Big Systems
Case 8 RFID Action for Tech Majors
Case 9 Alfa Networks
Case 10 R A Circuits
Case 11 Chulalongkorn Negotiation
Case 12 Boeing Jet Propellant
Case 13 Bouleau & Huntley: Cross-Selling Professional Services into the Philippines
Case 14 Bossard Asia Pacific: Can It Make Its CRM Strategy Work?
Case 15 DPEX Worldwide Express and the Courier Industry in Singapore
Case 16 Jason Electronics

Index
MARKETING Channels

International Edition

MARKETING CHANNELS
2nd Edition
By Lou E Pelton and David Strutton of University of North Texas, James R Lumpkin, Oklahoma State University-Stillwater
2002 / 544 pages
(Out of Print)
http://www.mhhe.com/pelton

CONTENTS
Part I. MARKETING CHANNELS FRAMEWORK.
2. Channel Roles in a Virtual Marketplace.
3. Attaining Competitive Advantage Through Channel Design.
4. Marketing Mix and Relationship Marketing.
Part I Cases.
Part II. CHANNEL EXOSYSTEMS.
5. Managing Uncertainty in the Channel Environment.
7. Legal and Ethical Imperatives in Channel Relationships.
Part II Cases.
Part III. CHANNEL MICROSYSTEMS.
Part III Cases.
Part IV. CHANNEL MESOSYSTEM.
12. Franchising in the Global Economy.
13. Developing Long-Term Value.
14. Strategic Partnering Agreements.
Part IV Cases.

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MARKETING

Product Management

International Edition

PRODUCT MANAGEMENT
4th Edition
By Donald Lehmann, Columbia University and Russell Winer, University of California
2005 / 512 pages
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.

NEW TO THIS EDITION
- New and Updated Examples and Applications: Integrated Throughout the text, new examples and applications are integrated to give the student a view of how products are developed in different companies. Examples such as the iPhone help students understand the relevancy of the course.
- New and up-to-date cases: Thirteen new cases, all from recent business headlines, are added to this new edition. New cases include Wii, Product (Red), Nokia, and Chipotle Mexican Grill. Instructors are able to use the new cases to remain up to date in the classroom.
- Current topics: New topics are integrated throughout the new edition. Open innovation, user innovation toolkits, global product development teams, product development for radical innovations, and public policy issues such as the greenhouse effect and fast-food nutrition issues are the topics that embrace the new edition.
- Up-to-date research: Currency and relevance of new research maintains the relevancy of certain areas of strategic planning for new products (Chapter 3), creativity and innovation (Chapter 4), and market testing and measurement (Chapter 18).

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
Appendices
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

New to This Edition
- Updated examples include the PackBot (a robot used for dangerous activities such as bomb disposal) in Chapter 12, Prototyping, and Motorola's RAZR phone in Chapter 10, Industrial Design.
- Additional updates have been made to Chapter 5 (Product Specifications) and Chapter 6 (Concept Generation).

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

Principles of Logistics
2nd Edition
By John Langford
2007 (December 2006) / 570 pages
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.

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Part 1: Logistics Systems Engineering
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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
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Appendix C: Crosswalk Guide for Conversion of U.S. Measurement Units to Systeme International (SI) Measurement Units
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FUNDAMENTALS OF LOGISTICS MANAGEMENT
By Douglas Lambert, James Stock, Lisa Ellram and David Grant
2005 (October 2005) / 512 pages
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/grant

CONTENTS
Chapter 1: Logistics and Supply Chain Management
Chapter 2: Customer Service
Chapter 3: Logistics Information Systems and Technology
Chapter 4: Purchasing and Procurement
Chapter 5: Inventory Management
Chapter 6: Managing Materials Flow
Chapter 7: Transportation
Chapter 8: Warehousing
Chapter 9: Materials Handling
Chapter 10: Organizing
Chapter 11: Financial Control
Chapter 12: Global Logistics
Chapter 13: Implementing Strategy

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
www.mhhe.com/business/marketing/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
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9. Decision Strategies in Transportation
10. Warehousing
11. Material Handling, Computerization and Packaging
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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

Retail Management

NEW

RETAILING MANAGEMENT
7th Edition
By Michael Levy, Babson College and Barton Weitz, University of Florida-Gainesville
2009 (April 2008) / 704 pages
(Details unavailable at press time)
MARKETING

International Edition

RETAILING MANAGEMENT
6th Edition
By Michael Levy, Babson College and Barton W. Weitz, University of Florida
2007 (April 2006) / 832 pages

Known for its strategic look at retailing and current coverage, this new 6th 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 sixth 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, and the use of the Internet to improve operating efficiencies and customer service. 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. 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.

CONTENTS
Section I The World of Retailing.
1. Introduction to the World of Retailing.
2. Types of Retailers.
3. Multichannel Retailing.
Section II Retailing Strategy.
7. Retail Locations.
8. Retail Site Location.
10. Information Systems and Supply Chain Management.
Section III Merchandise Management.
15. Pricing.
16. Retail Communications Mix.
Section IV Store Management.
17. Managing the Store.
Section V Cases

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

This new edition of a well-received book seeks to expand the coverage in the important topical areas of merchandise management, customer service, retail marketing communication, and financial planning among others. The focus of this book has been on explaining the concepts and practices in retailing management, particularly in the Indian setting. The author has taken a practical approach to make the treatment sound and interesting. Consequently, the book is dotted with “Retail Snapshots”—which are boxed exhibits that illustrate a particular retail activity or situation—and eight case studies including those on Starbucks, Shopper’s Stop, Gili, Big Bazaar, and Titan.

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
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

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COMPLIMENTARY COPIES
International Edition

INTERNATIONAL MARKETING
By Clarke and Wilson
2008 (February 2008) / 448 pages
McGraw-Hill UK Title
(Details unavailable at press time)

INTERNATIONAL MARKETING
13th Edition
By Philip Cateora, University of Colorado-Boulder and John Graham, University of California-Irvine
2007 (March 2006) / 736 pages
http://www.mhhe.com/cateora13e

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 13th edition reflects all the important events and innovations to affect global business within recent years, while including several new and updated technological learning tools.

CONTENTS

GLOBAL MARKETING
Foreign Entry, Local Marketing, and Global Management, 4th Edition
By Johnny Johansson, Georgetown University
2006 / 664 pages

Johansson’s Global Marketing, 4/e utilizes a three-pronged framework to organize the discussion of how to conduct global business: Foreign Entry, Local Marketing, and Global Management. Johansson seeks to develop the varied skills a marketing manager needs to be successful in each of these tasks. The discussion progresses from how to market an existing product outside of the domestic market to how to develop a new product for specific local markets and then broadens the scope to discuss marketing and management topics from a global managerial perspective. Legal, regulatory, political, and cultural, issues are discussed as appropriate throughout the text. Excellent examples and cases, many of which are drawn from the author’s rich international experience, help students move from concept to application. Most International Marketing books have 6-7 separate chapters up front that discuss the legal and regulatory, political, and cultural environments before they begin to discuss global market entry. Johansson presumes that the students have a basic appreciation of these environments and begins the market entry discussion after 3 introductory chapters. The orientation of this text is more managerial and less descriptive. This text is used both as the first course in the undergraduate level and in MBA level courses.

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Part I: Fundamentals
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Chapter 2: Theoretical Foundations
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Chapter 17: Global Promotion, E-Commerce, and Personal Selling
Chapter 18: Organizing for Global Marketing
Appendix: Global Marketing Planning

Cases
MARKETING PLANNING
A Global Perspective
By Svend Hollesen, University of Southern Denmark
2005 (July 2005) / 312 pages
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/hollesen

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Part I ~ Analysis
1 ~ Introduction
2 ~ Assessing the internal marketing situation
3 ~ Assessing the external marketing situation
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5 ~ Strategic Market Planning
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7 ~ Marketing Mix Decisions I – Product
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Part III ~ Implementing and managing the marketing plan
11 ~ Developing and managing customer relationships
12 ~ Organizing and implementing the marketing plan
13 ~ Budgeting and controlling
14 ~ Ethical, social and environmental aspects of marketing planning

Services Marketing

SERVICES MARKETING
5th Edition
By Valarie Zeithaml, University of North Carolina-Chapel Hill, Mary Jo Bitner, Arizona State University-Tempe and Dwayne Gremler, Bowling Green State University
2008 (March 2008) / 768 pages
(Details unavailable at press time)

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
McGraw-Hill UK Title

CONTENTS
1. Introduction to Services
Part One: Focus on the Customer
2. Customer Behaviour in Services
3. Customer Expectations of Service (incl. Gaps model)
4. Customer Perceptions of Service
Part Two: Listening to Customer Requirements
5. Understanding Customer Expectations and Perceptions through Marketing Research
7. Service Recovery
Part Three: Aligning Strategy, Service Design and Standards
8. Service Development and Design
9. Customer Defined Service Standards
10. Physical Evidence and the Servicescape
Part Four: Delivering and Performing Service
11. Employees’ Roles in Service Delivery
12. Customers’ Roles in Service Delivery
13. Delivering Service through Intermediaries and Electronic Channels
14. Managing Demand and Capacity
Part Five: Managing Service Promises
15. Integrated Service Marketing Communications
16. Pricing of Services
17. Measuring Service Performance
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
(with PowerWeb for e-Commerce) - Out of Print
[IE with PowerWeb]
http://www.mhhe.com/mohammed04

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Chapter 1: Introduction to Internet Marketing
Part I: Framing the Market Opportunity
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Chapter 13: Designing the Marketspace Matrix
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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
[IE with PowerWeb]
http://www.mhhe.com/richardson01

CONTENTS
1. Introduction To Internet Marketing.
2. Conceptual Foundations of Internet Marketing.

INTERNET MARKETING
Travel and Tourism
An Introduction to Hospitality
By Dennis L Foster
1992 / 251 pages
[Out of Print]
[Out of Print]
http://www.mhhe.com/barnes92

CONTENTS
The Hospitality Industry Past.
The Lodging Industry Present.
Ownership and Management.
Organization.
Front Office Operations.
Guest Services.
Housekeeping, Engineering, and Security.
Food and Beverage Operations.
Marketing and Sales.
The Back Office.
Public Relations

International Edition

PUBLIC RELATIONS FOR THE INFORMATION AGE
By Dan L. Lattimore, University of Memphis, Otis W. Baskin, Pepperdine University, James K. Van Leuven, University of Oregon, Elizabeth L. Toth, Syracuse University and Suzette T. Heimen, University of Missouri—Columbia
2004
(with Online Learning Center)
[IE with Student CD] - Out of Print
http://www.mhhe.com/lattimore

Contents
Part I: THE PROFESSION
Chapter 1. Nature of Public Relations
Chapter 2. History of Public Relations
Chapter 3. A Theoretical Basis for Public Relations
Chapter 4. Ethics, Legal Environment and Professionalism
Part II: THE PROCESS
Chapter 5. Research: Understanding Public Opinion
Chapter 6. Strategic Planning
Chapter 7. Implementing Action and Communication
Chapter 8. Evaluating Public Relations Effectiveness
Part III: PUBLIC RELATIONS: THE PUBLICS
Chapter 9. Media Relations
Chapter 10. Employee Communication
Chapter 11. Community Relations
Chapter 12. Consumer Relations and Marketing
Chapter 13. Financial Relations
Chapter 14. Public Affairs and Relations in Government

Customer Relationship Management

NEW

RELATIONSHIP MARKETING
By Tracy Harwood, Anne Broderick and Tony Garry
2008 (February 2008) / 368 pages
McGraw-Hill UK Title

Structured in three sections, Perspectives, Dimensions and Contexts, the text provides an integrated overview of the key theoretical concepts and models; discussion of current practical applications; review of latest thinking by both academics and practitioners; and, considers how the concepts may be evolving. Lively case studies & examples will be given to illustrate the ideas presented. Each chapter will provide a list of further readings, annotated for accessibility by readers. This text presents theories and shows how they relate to a range of practical contexts which are relatively new, including public sector, arts, professional services and virtual communities, as well as the more traditional domains of B2B and B2C. This will be achieved through clearly structured sections entitled Perspectives, Dimensions and Contexts. A brief review of the aims of each section follows:

❖ Perspectives: This section presents a brief review of the key concepts and theories from different perspectives recognised in the academic literature.

❖ Dimensions: This section considers the different components and processes incorporated within each of the perspectives that have variously important roles and impact. Included within this are social ties and emotional labour, knowledge management, the role of quality and performance indicators, the nature of virtual communities and their role in relational development and management, and, technology.

❖ Contexts: This section provides an in-depth case analysis for a range of different practical contexts (case studies).

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1. Introduction
2. New paradigm of RM
3. Buyer & selling behaviour models
4. Interaction approach
5. Relational perspectives in services (Gummesson, Gronroos)
Section 2: DIMENSIONS
6. People
7. Knowledge management
8. Virtual Communities
9. Technology?
Section 3: CONTEXTS
11. Consumer Services – on and off-line
12. Public Sector
13. Arts
14. Conclusions
15. Summary of definitions used
16. Alphabetical list of all references

International Edition

SIMCRM: STUDENT CD AND MANUAL
By Nentl
2004 / 75 pages
(Playbook for Students with CD) - Out of Print
[IE - Playbook for Students]
http://mhhe.com/business/marketing/simseries_website

THE SIM SERIES is a set of five CD-based simulation modules (each accompanied by a print manual) that can be packaged separately or as a set with any marketing, sales, or management text and are designed to teach strategic decision making while reinforcing marketing and sales principles. Each module uses today’s hottest marketing and financial analytics to underscore the importance of making quality management decisions. All of the modules stress the importance of optimizing short-term revenue gains and long-term profitability (customer lifetime value). Students will understand the challenge of aligning short-term and long-term goals, and recognize when these goals can be in conflict. The most unique selling feature of the 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 and sometimes eccentric 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, on 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 MExcel 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: 0072839090 (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—0072839686) 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 directives, determine customer behavior and attitudes, etc. 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—0072839694) 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-007283999X) The first simulation in the SIMSeries, this module teaches students about the importance of understanding a customer’s value to the company in allocating time and resources. Using Customer Relationship Management (CRM) and relationship selling principles, SimSell also teaches about the costs to service accounts, as well as the cost and benefit of professional training and development seminars.
- SIMSales Management with Student CD/Manual: 0072839368 (Instructor’s CD/Annotated Student Manual—0072839368) 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.
CONSUMER AND CREDIT MANAGEMENT
11th Edition
By Robert Hartzell Cole, University of Nebraska - Lincoln, and Lon Mishler, Northeast Wisconsin Technical College
1998 / 600 pages
(Out of Print)

Contents
Part I - Introduction to Credit
Chapter 1. Credit in the Economy
Chapter 2. Role of the Credit Manager
Part II - Understanding Consumer Credit
Chapter 3. Retail and Service Credit
Chapter 4. Financial Retail and Service Credit Transactions
Chapter 5. Types of Consumer Credit - Cash Loan Credit
Chapter 6. Real Estate Credit
Chapter 7. Regulation of Consumer Credit
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Chapter 18. International Trade Credit
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Glossary Index

Fashion Merchandising

NEW

CORE CONCEPTS IN FASHION

By Laura Dias, Shoreline Community College

2008 (January 2007) / 320 pages
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.

Features

- Perspective-driven Approach. Explores fashion from three viewpoints, “research of fashion, production of fashion and marketing of fashion.”
- Industry Examples. Plenty of examples throughout the text from the industry.
- Real World Focus. Every chapter shows real world, practical application of concepts discussed in the chapter.
- Comprehensive. All necessary Introduction to Fashion material discussed, but does not go into unnecessary detail.
- Uncomplicated Format. Written in short digestible “chunks” with many subheadings for ease of reading.
- Career Focus. Career information is at the beginning of the text to provide excitement for the new student and retention for the instructor.
- Thorough Discussion of Fashion History. Provides a full chapter on fashion history which is tied to societal and political trends of the time.
- Spotlight on Globalization. Discusses globalization as a factor in overseas production and sourcing. Provides insight on how industry professionals work with individuals thousands of miles away in production facilities.
- Intro to Retail-Buying. Provides a basic introduction to retail buying - perfect for the fashion design student who may not take other business courses, and a perfect introduction to buying for fashion merchandising students.
- End-of-Chapter Material. Concepts to know provided at the end of every chapter along with online activities for research and exploration.
- Exciting new layout. Colorful, fun layout and design, perfect for visually oriented fashion students!
MARKETING

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Chapter Objectives

Chapter Two: Fashion Terminology and The Merchandising Process
Chapter Objectives

Chapter Three: Textiles and Design Development
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Chapter Four: Historical Perspective
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Decades of Fashion Influence Conclusion Real World Focus: Isaac Hits the Target Chapter Four Review

Chapter Five: Trend Forecasting
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Chapter Six: Consumer Behavior in Fashion
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GLOBAL BRAND INTEGRITY MANAGEMENT

By Richard S Post and Penelope N Post
2008 (September 2007) / 224 pages
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. Among the tools for developing and maintaining your program:

- Questions CEOs should ask their executives about product integrity
- Methods for capturing the attention of employees and measuring their performance
- Risk profiles for key assets developed at each stage of a product’s life cycle
- Best practices for cost-effective, day-to-day management of a brand or product
- International case studies that illustrate specific problems and the implementation measures taken to protect the brand or product

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
MARTKETING

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 POWER PLAYS
By Businessweek
2007 (December 2006) / 224 pages
A Professional Reference Title
http://www.businessweek.com/powerplays

Learn the Plays. Make Your Move.

❖ Build an IKEA-style global brand the way Ingvar Kamprad does.
❖ Use Hans Straberg’s tactics at Electrolux to sweep in profits.
❖ Bank on thinking locally like Citigroup’s Steven Freiberg.
❖ Keep your company tuned in the way Judy McGrath does at MTV.

And get in the game with the Monday Morning strategies and inside plays of the world’s top business champions.

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Leadership Power Plays
Strategy Power Plays
Game On.

Visit businessweek.com/powerplays

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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 Walmart
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

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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. Nowhere else will you find such comprehensive, authoritative information on:

❖ The different types of charts for any presentation
❖ Audience-tested techniques for communicating information
❖ Hands-on recommendations for lettering size, color, appropriate chart types, and more
❖ Techniques for dramatic eVisuals using animation, scanned images, sound video, and links to pertinent websites
❖ Tactics for customizing graphics to specific audiences

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Section I Choosing Charts: Determine Your Message
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Selling
(Professional References)

SECRETS OF SUPERSTAR SALES PROS
By Gerhard Gschwandtner, Selling Power
2007 (November 2006) / 224 pages
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. Here are just a few of the people and ideas you’ll be hearing about:

- Dale Carnegie on how selling with a personal touch can help you sell yourself and win people over
- Lillian Vernon on making buyers feel special, working your way up, and taking chances
- Larry King on making mistakes, learning from your errors, and treating prospects with courtesy and respect
- Zig Ziglar on how a positive attitude can change your life Mary Kay Ash on the role of self-fulfillment
- Tony Schwartz on how to make the “deep sell”
- Gerard Nierenberg on why negotiation is really about finding win-win solutions

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Part I: Sales Leaders in Action
1: John Henry Paterson 2: Dale Carnegie 3: Lillian Vernon 4: Harvey Mackay 5: Larry King

Part II: Face-to-Face: Interviews with the Masters

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

THE ART OF NONVERBAL SELLING
Let Your Customers’ Unspoken Signals Lead you to the Close
By Gerhard Gschwandtner, Selling Power
2007 (September 2006) / 120 pages
(with DVD)
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.

- More than 100 photos illustrate how to use nonverbal signals to make a sale
- Provides proven responses that reassure the hesitant buyer
- Explains ways to make the sales rep’s body language communicate “buy” messages

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1. The Importance of Nonverbal Communication
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9. Presentation
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THE ULTIMATE SALES TRAINING WORKSHOP
A Hands-On Guide for Managers
By Gerhard Gschwandtner, Selling Power
2007 (November 2006)
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.

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1. Prospecting
2. Process
3. Strategic Accounts
4. Appointments
5. Rapport
6. Presentations
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Product Management (Professional References)

LIVING BRANDS
Collaboration + Innovation = Customer Fascination
By Raymond Nadeau
2007 (September 2006) / 288 pages
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.
Customer Relationship Management
(Professional References)

CUSTOMER RELATIONSHIPS MANAGEMENT
Creating Competitive Advantage Through Win-Win Relationship Strategies
By Kaj Storbacka, CEO of CRM Group Ltd and Jarmo L Lehtinen, University of Tampere
2002 / 176 pages
(Softcover)
(Hardcover)
An Asian Publication
A Professional Reference Title

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.
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