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### KEYBOARDING & OFFICE TECHNOLOGY

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Introduction to Business Communication

LESIKAR’S BUSINESS COMMUNICATION
Connecting in a Digital World, 12th Edition
By Kathryn Rentz, University of Cincinnati, Marie E Flatley, San Diego State University and Paula Lentz
2011 (January 2010) / 640 pages
ISBN: 9780073377797
ISBN: 9780071220972 [IE]
http://www.mhhe.com/lesikar12e
(Details unavailable at press time)

COMMUNICATING AT WORK
Principles and Practices for Business and the Professions, 10th Edition
By Ronald Adler, Santa Barbara City College and Jeanne Marquardt Elmhorst, Central New Mexico Community College
2010 (September 2009) / 608 pages
ISBN: 9780073385174
http://www.mhhe.com/adler10e
As the leading text in its field, Communicating at Work takes a pragmatic approach that applies scholarly principles to real world business situations. Strong multicultural focus, emphasis on working in teams, and thorough coverage of presentational speaking continue to be hallmark features. The tenth edition features a more streamlined organization, new Technology Tip boxes, new Case Study sidebars, updated coverage of intercultural communication, new communication networks, and more.

NEW TO THIS EDITION
- More streamlined organization: condensed chapter lineup makes it easier to cover material within an academic term without sacrificing content. Chapter 13 now covers both informative and persuasive presentations as well as guidelines for group and special occasion speaking.
- New Technology Tip boxes in every chapter show readers how to use a variety of communication tools to achieve their goals. Topics include guidelines for advancing career goals, using blogs, text and instant messaging, and creating an electronic-portfolio and much more.

NEW CASE STUDY SIDEWARS
- More Case Study sidebars within every chapter describe both the communication triumphs and blunders of business and professional communicators. Critical thinking questions, ‘Critical Analysis,’ following each case, help students analyze communication principles and apply insights to their own lives.
- Expanded coverage of important topics such as informal communication networks, how cultural differences affect communication, the appropriate use of “mindless” listening, strategies for addressing sexual harassment, and strategies for communicating with diverse audiences.
- New pedagogy and resources including end-of-chapter Review Points summarizing key elements clearly and efficiently. Thoroughly updated Instructor’s Resource Manual provides tools to make teaching more efficient and learning more effective. Expanded Online Learning Center (OLC) provides a wealth of new web-based information, readings, and study aids that enhance student success.
- Sample Speech Appendix I now contains annotated samples of both informative and persuasive presentations.

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2. Communication, Culture, and Work
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Part Three: Interviewing
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10. Developing and Organizing the Presentation
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12. Delivering the Presentation
13. Informative, Group, and Special-Occasion
14. Types of Business Presentations
Appendix I: Sample Presentations
Appendix II: Business Writing

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Students complete with study resources (both print and online) to help them review for tests and apply chapter concepts.

Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.

Student friendly design – M Business Communication was written and designed with today's student reader in mind.

The layout and design provides student visual stimulation they've come to expect.

The content was written to focus on the key concepts only.

The examples provided have been selected for greater student appeal.

The writing style is highly readable with today’s student reader in mind.

ALL END OF CHAPTER MATERIAL IS LOCATED ONLINE ON THE OLC.

Review Cards are included (in print) in the envelope that comes bound in to each new book. There is at least one Review Card for each chapter. The front of the card asks the student to write what he/she recalls from each of the learning objectives in the chapter. After completing this step, the student turns to the back to review the learning objectives broken down into bulleted lists to check his/her answers. A Practical Application question helps the student to apply new concepts, and the Word Use Review exercise allows the student to test his/her knowledge of commonly confused words. The answers to these application questions are available on the bottom of the card (upside down). The point of these cards is to create useful exercises that actually help students LEARN and remember, as opposed to passively reading (or not reading) the cards.

CONTENTS

PART 1: Understanding Business Communication
Chapter 1: Communicating in the Workplace

PART 2: Mastering Writing and Presentation Basics
Chapter 2: Understanding the Writing Process and the Main Forms of Business Messages
Chapter 3: Using Visuals in Written and Oral Communication
Chapter 4: Using an Appropriate Style

PART 3: Writing Effective Messages
Chapter 5: Writing Good-News and Neutral Messages
Chapter 6: Writing Bad-News Messages
Chapter 7: Writing Persuasive Messages

PART 4: Writing Effective Reports
Chapter 8: Researching and Writing Reports
Chapter 9: Writing Short Reports

PART 5: Using Oral and Job-Search Skills
Chapter 10: Communicating Orally
Chapter 11: Communicating in the Job Search

M: BUSINESS COMMUNICATION

By Marie E Flatley, San Diego State University

2010 (January 2009) / 352 pages
ISBN: 9780077314064

http://www.mhhe.com/flatleyym

M: Business Communication is the newest Business Communication textbook that was created with students' and professors' needs in mind. A unique approach to a hands-on course, written by the authors of Business Communication: Making Connections in a Digital World, 11/e, provides both student and instructor with all the tools needed to navigate through the complexity of the modern business communication environment. M: Business Communication attends to communication occurs by being the most technologically current and pedagogically effective books in the field. It has realistic examples that are both consumer- and business-oriented.

Features

Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.

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Chapter 8: Researching and Writing Reports
Chapter 9: Writing Short Reports

PART 5: Using Oral and Job-Search Skills
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Chapter 11: Communicating in the Job Search
Chapter 15: Delivering Negative Messages
Chapter 16: Crafting Persuasive Messages

Part Five: Proposals and Reports
Chapter 17: Planning and Researching for Reports and Proposals
Chapter 18: Writing Proposals
Chapter 19: Analyzing Information and Writing Reports

Appendices
A: Formatting Letters, Memos, and E-Mail Messages
B: Writing Correctly

BUSINESS COMMUNICATION
Building Critical Skills, 4th Edition
By Kitty O'Locke (Deceased) and Stephen Kyo Kaczmarek, Columbus State Comm College
2009 (July 2008) / 608 pages
ISBN: 9780073377728
ISBN: 9780071280242 [IE]
http://www.mhhe.com/bcs4e

A unique approach to a hands-on course, written by the same author of Business and Administrative Communication, this completely new approach is devised and created with the assistance of a community college colleague. The innovative module structure allows instructors to focus on specific skills and provides greater flexibility for short courses and different teaching approaches. While grounded in solid business communication fundamentals, this paperback takes a strong workplace activity orientation which helps students connect what they learn to what they do or will do on the job.

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Unit 1 Building Blocks for Effective Messages
1. Business Communication, Management, and Success
2. Adapting Your Message to Your Audience
3. Communicating Across Cultures
4. Planning, Writing, and Revising
5. Designing Documents, Slides, and Screens
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Unit 3 Letters, Memos, and E-Mail Messages
9. Formats for Letters and Memos
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18. Working and Writing in Teams
19. Planning, Conducting, and Recording Meetings
20. Making Oral Presentations
Unit 6 Research, Reports, and Visuals
21. Proposals and Progress Reports
22. Finding, Analyzing, and Documenting Information
23. Short Reports
24. Long Reports
25. Using Visuals
Unit 7 Job Hunting
26. Researching Jobs
27. Résumés

COMMUNICATION SKILLS
By Tracey Bretag, Joanna Crossman and Sarbari Bordia of University of South Australia
2008
ISBN: 9780070144989
McGraw-Hill Australia Title
http://www.mhhe.com/au/bretag

COMMUNICATION SKILLS is a practical guide and workbook for higher education students. This title covers all the most important aspects of effective communication and assists students in achieving the best grades and career prospects possible. Communication Skills is divided into two main parts: Academic Communication and Professional Communication. With a focus on the development of improved communication skills, each chapter includes useful key features such as learning objectives, group and individual activities (with answers) and topic summaries. The authors of this text are highly experienced educators who have global teaching experience in Australia, Europe, Asia, the Middle East and North America. The book draws upon their combined experience in teaching business communication to a broad range of students. Fostering key graduate attributes in communication, Communication Skills is the essential text book for students enrolled in higher education programs.

CONTENTS
PART 1 ACADEMIC COMMUNICATION
1 Effective Reading For Academic Purposes
2 Note-Taking, Paraphrasing And Summarising
3 Essay Writing
4 Academic Conventions: Referencing And Avoiding Plagiarism
5 Improving Your Writing: Grammar And Self-Editing

PART 2 PROFESSIONAL COMMUNICATION
6 Writing Genres
7 Report Writing
8 Business Document Writing
9 Oral Presentation Skills
10 Employment Communication
11 Intercultural Communication

BASIC BUSINESS COMMUNICATIONS
11th Edition
By Raymond V Lesikar, University of North Texas
2008 (November 2006) / 648 pages
ISBN: 9780073317090 (with GradeMax)
ISBN: 9780071286091 [IE with GradeMax]
http://www.mhhe.com/lesikar11e

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

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

International Edition

FOUNDATIONS OF BUSINESS COMMUNICATION
By Dona Young
2006 / 576 pages
ISBN: 9780072979541
ISBN: 9780071116824 [IE]
http://www.mhhe.com/djyoung

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

Management Communication, 3/e by Hattersley and McJannet offers a comprehensive, well-researched solution to teaching management communication. This text and casebook includes essential coverage of effective writing and speaking principles. It aims to help the reader master the full range of skills required of a successful manager. Most of the eighteen end-of-chapter case studies were developed at Harvard Business School where Dr. Hattersley headed the Management Communication Department and where Dr. McJannet taught (under her married name, Linda McJ. Micheli). The cases put the reader in the role of decision maker and communicator in actual business situations. While the text emphasizes practical communication skills every manager needs to master, it also includes full chapters on electronic communication, corporate ethics, audience analysis, meeting management, giving and receiving feedback, choosing media, style and tone, intercultural communication, and business and the press. The two concluding chapters provide two style manuals, the first on writing and the second on speaking, through the use of graphics and group presentations. Each is designed to be cross-referenced throughout the course and serve as a valuable resource for readers to refer to throughout their careers.

CONTENTS

Part 1: Principles of Effective Communication
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Chapter 3: Audience Analysis / Case: Weymouth Steel Corporation
Chapter 4: Point of View / Case: Smith Financial Corporation
Chapter 5: Message: Content and Argument / Case: Cuttyhunk Bank (A)
Chapter 6: Structure / Case: McGregors Ltd. Department Store
Chapter 7: Choosing Media / Case: The Timken Company
Chapter 8: Style and Tone / Case: Vanrex, Inc
Part 2: Applications
Chapter 9: Giving and Receiving Feedback / Case: Bailey and Wick
Chapter 10: Managing Meetings / Case: Lincoln Park Redevelopment Project
Chapter 11: Communicating Change / Case: Hammermill Paper Company
Chapter 12: Communicating with External Audiences / Case A: Oxford Energy / Case B: Nutrasweet
Chapter 13: Diversity and Intercultural Communication / Case A: Reed-Watkins Pharmaceuticals / Case B: International Oil
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
Chapter 17: Fair is Fair, Isn’t it?
International Business Communication

INTERCULTURAL COMMUNICATION IN THE GLOBAL WORKPLACE
5th Edition
By Iris Varner, Illinois State University and Linda Beamer
2011 (April 2010) / 496 pages
ISBN: 9780073377742

BUSINESS COMMUNICATION FOR THE GLOBAL AGE
By Joanna Crossman
2010 (February 2010)
ISBN: 9780070140042

McGraw-Hill Australia Title

CONTENTS
PART A: CORE COMMUNICATION CONCEPTS
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Chapter 2: Interpersonal Communication
Chapter 3: Nonverbal Communication
Chapter 4: Intercultural Communication
PART B: COMMUNICATION CONTEXTS
Chapter 5: Organisational Communication
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Chapter 7: Communication and International and Cultural Leadership
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Chapter 9: Communication online
PART C: COMMUNICATING WITH AUDIENCES
Chapter 10: Language, Culture and Communication
Chapter 11: Discourse Communities and Shared Frameworks
Chapter 12: Preparing to Communicate with Audiences
Chapter 13: Communication in Writing
Chapter 14: Communicating Orally

INTERNATIONAL EDITION
INTERCULTURAL COMMUNICATION IN THE GLOBAL MARKETPLACE
4th Edition
By Iris Varner, Illinois State University and Linda Beamer, California State University-Los Angeles
2008 (November 2006) / 448 pages
ISBN: 9780073525068
ISBN: 9780071259484 [IE]

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

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

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Website: www.mheducation.asia
Leadership Communication

Leadership Communication is a text to guide current and potential leaders in developing the communication capabilities needed to be transformational leaders. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders. The Third Edition of Leadership Communication has been updated and changed specifically to emphasize transformational leadership, ethics, and integrity and to include guidance on the use of current social media.

NEW TO THIS EDITION

- Social media (blogging, Twitter, Facebook) and other technology, such as electronic presentations, shared workspaces, research management (Zotero) are included throughout the text with exercises calling on the students to use these new media.
- Chapter 1 ("What is Leadership Communication?") now includes more coverage of ethics, leadership, and transformational leaders.
- Emotional intelligence and cross-cultural leadership communication are now presented in separate chapters to provide additional coverage on both topics. Chapter 7 ("Developing Emotional Intelligence") now includes sections on motivation and networking (including networking tools such as Facebook and LinkedIn).
- Chapter 6 ("Graphics and PowerPoint with a Leadership Edge") has been updated to include instruction for creating graphics for Web presentations. (Full color versions of the presentations are available on the Online Learning Center at www.mhhe.com/barrett3e.)

CONTENTS

Section One – Core Leadership Communication
Chapter 1 – What is Leadership Communication?
Chapter 2 – Leadership Communication Purpose, Strategy, and Structure
Chapter 3 – The Language of Leaders
Chapter 4 – Written Leadership Communication
Chapter 5 – Leadership Presentations
Chapter 6 – Graphics and PowerPoint with a Leadership Edge

Section Two – Organizational Leadership Communication
Chapter 7 – Emotional Intelligence and Interpersonal Skills for Leaders
Chapter 8 – Cultural Literacy and Cross-Cultural Leadership Communication
Chapter 9 – Meetings: Leadership and Productivity
Chapter 10 – High-Performing Team Leadership

Section Three – Corporate Leadership Communication
Chapter 11 – Leadership through Strategic Internal Communication
Chapter 12 – Leadership through External Relations

Appendix
A – Self-Assessment of Leadership Communication Ability Worksheet to Develop Personal Leadership Communication Plan

Business English

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

CONTENTS

Unit 1: Language in Context
Chapter 1: English for Business Today
Chapter 2: Writing Effective Sentences

Unit 2: English in Action
Chapter 3: Punctuation
Chapter 4: Verbs at Work
Chapter 5: Pronouns
Chapter 6: Modifiers

Unit 3: Practical Applications
Chapter 7: Writing Traps
Chapter 8: Writing Powerful Sentences
Chapter 9: Building Paragraphs
Chapter 10: Professional Communication
The Gregg Reference Manual, 11/e, by Sabin is intended for anyone who writes, edits, or prepares material for distribution or publication. For nearly fifty years, this manual has been recognized as the best style manual for business professionals and for students who want to master the on-the-job standards of business professionals. GRM provides answers that can’t be found in comparable manuals. That probably explains why GRM has received so many unsolicited 5-star reviews on the Amazon Web site. Those 5-star reviews offer a clear indication of the reputation GRM enjoys in the marketplace.

Visit The Gregg Reference Manual Information Center
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 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 Communications - Supplements

International Edition
MANAGER’S HOT SEAT ONLINE ACCESS CARD
2nd Edition
By McGraw-Hill/Irwin
2007 (June 2006)
ISBN: 9780073312125
ISBN: 9780071261906 [IE]

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

Interpersonal Skills

International Edition
INTERPERSONAL SKILLS IN ORGANIZATIONS
3rd Edition
By Suzanne De Janasz, University of Mary Washington, Karen O Dowd, James Madison University and Beth Schneider, George Mason University
2009 (February 2008) / 448 pages
ISBN: 9780073405018
ISBN: 9780071263375 [IE]

http://www.mhhe.com/iso3e

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

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Acknowledgments
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BUSINESS COMMUNICATION

Business Communications - Special Topics

PROFESSIONAL COMMUNICATION
By Aruna Koneru
2008 (January 2008) / 512 pages
ISBN: 9780070660021
McGraw-Hill India Title

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

CONTENTS
UNIT I COMMUNICATION: ITS INTERPRETATION
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Chapter 2 Non-verbal Communication
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Chapter 30 Transcribing Numbers
Chapter 31 Abbreviating Technical and Non-technical Terms
Chapter 32 Proofreading

International Edition

BUSINESS SCENARIOS: A CONTEXT-BASED APPROACH TO BUSINESS COMMUNICATION
By Heidi Schultz
2006 / 144 pages
ISBN: 9780071278768 [IE]

CONTENTS
Building Blocks for Business Communication: A refresher.
Chapter 1. Business Writing Basics
Chapter 2. Business Speaking Basics
Chapter 3. S.N. Boyce and Its Catalog Division
Chapter 4. Wake Partners – The “New Conservative Mutual Fund”
Chapter 5. It Has Come to My Attention . . .
Chapter 6. Payroll’s Paperless Payday (informative message)
Chapter 7. Do Not Park Here . . . or Here . . . or Here (negative message)
Chapter 8. Special “No Interest/No Payments for 12 Months” Promotion (persuasive message)
Chapter 9. Fewer Injuries for Warehouse Employees (persuasive message)
Chapter 10. Midwest University Named “Number One Party School”
Chapter 11. The Big National Presentation (informative presentation)
Chapter 12. Turn Out the Lights (negative presentation)
Chapter 13. Diner Beware
Chapter 14. District of Columbia Water and Sewer Authority – Communicating Health Hazards to the Public

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Website: www.mheducation.asia
BUSINESS COMMUNICATION

Professional References

SAY IT LIKE OBAMA AND WIN!
The Power of Speaking with Purpose and Vision
By Shel Leanne and Shelly Leanne
2010 (January 2010) / 272 pages
ISBN: 9780071713085
A Professional Reference Title

A fully updated, expanded edition of the leadership classic! President Barack Obama never fails to fire up a crowd. Whether he’s addressing societal injustices or explaining complex policy decisions, Obama gains legions of enthusiastic supporters with every speech he makes. With Say It Like Obama and Win!, you hold in your hands the secrets to the President’s amazing success. Author Shel Leanne dissect Obama’s style to reveal his remarkable communication tactics which you can put to use right away. You’ll learn how to:

• Make a strong first impression
• Communicate using body language
• Establish common ground with your audience
• Gain trust and confidence
• Convey your vision with imagery that resonates
• Build to a crescendo and leave a lasting impression

This updated edition contains brand-new material, including Obama’s historic presidential election acceptance speech, the inaugural address, election-winning debates, and communications regarding the economy and foreign affairs. Say It Like Obama and Win! is about the art of persuasion, the power of presentation, and the most effective techniques of communication. From building strong arguments and facing tough issues to inspiring a team or workforce to new levels of innovation and productivity, Say It Like Obama and Win! gives you the tools you can use to instill positive change at every level of your organization.

STRATEGIC CORPORATE COMMUNICATIONS
A Global Approach for Doing Business in the New India
By Paul Argenti
2009 (August 2008) / 360 pages
ISBN: 9780071549912
A Professional Reference Title

As a new industrial superpower, India is changing the way business is being conducted around the globe. This creates a complex challenge for communication directors, HR executives, and marketing departments—the solution of which can put your company ahead of the others to thrive in this fertile new market. “Put simply,” writes Paul Argenti, one of the foremost experts on corporate communications today, “companies must now find ways to communicate with constituencies they were able to ignore fifty years ago.”

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

• Work effectively with the Indian media, which operates differently from outlets in the West
• Build a framework dedicated to handling investor relations
• Gain a deep understanding of government’s role in India, and work with it accordingly

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

THE ENCYCLOPEDIA OF BUSINESS LETTERS, FAXES, AND E-MAIL
By Robert W Bly
2009 (February 2009) / 288 pages
ISBN: 9781601630292
A Professional Reference Title

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

For each model letter, you’ll find:

* Introductory comments that give you a working knowledge of each kind of correspondence.

* Several variations of tone and style from which you can pick the one that suits you best.

* Instructions on how to format, design, print, and deliver your correspondence for best effect.

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

* An expanded introduction to writing letters, faxes, and e-mails, with new tips and advice on the best use of each

* Dozens of additional sample e-mail formats to meet today’s communication needs

* Even more focused, easy-to-remember directions for organizing your thoughts and composing even the toughest kinds of correspondence

Don’t go to work without it!
Does your client owe the principal or principle? Is your company moving forwards or forward? Do you have over ten years' experience, or more than ten years' experience? Proper use of the written and spoken word determines whether or not you move ahead in your career.

In Booher’s Rules of Business Grammar, business communication guru Dianna Booher identifies the top 101 mistakes made in emails, presentations, and conversations every day. She briefly examines each one and explains what you need to know in order to avoid future mistakes. In addition, Booher includes effective “memory tricks” to reinforce comprehension and retention. In no time, you will learn how to:

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

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

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

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Chapter 8: Facing And Over Coming Controversy
Chapter 9: Motivating Others To Action And Leaving Strong Last Impressions
Chapter 10: The Speech That Made History . . . Again

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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

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WRITE TO THE POINT! Letters, Memos and Reports That Get Results

By Rosemary T. Fuhrling, and Neild B. Oldham

1992 / 261 pages

ISBN: 9780071139410 [IE]

A Professional Reference Title

(International Edition is not for sale in Japan)
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INTRODUCTION TO BUSINESS LAW IN SINGAPORE
4th Edition
By Ravi Chandran, National University of Singapore
2010 (June 2010) / 300 pages
ISBN: 9780071272179
An Asian Publication
(Details unavailable at press time)

DYNAMIC BUSINESS LAW
The Essentials
By Nancy K Kubasek and M Neil Browne of Bowling Green State University, Dan Herron, Miami University of OhOxford, Andrea Giampetromeyer, Loyola College of Maryland and Linda Barkacs, University of San Diego
2010 (January 2009) / 672 pages
ISBN: 9780073377681
http://www.mhhe.com/kubasekess1e

Dynamic Business Law is appropriate for the one-semester Business Law course. It contains the basics of business law but does not get bogged down in the kind of details that are more appropriate in an upperlevel law class. The text provides an examination of the basic questions, concepts, and legal rules of business law. • Emphasis on the BUSINESS in business law. Dynamic Business Law: The Essentials emphasizes the tie of legal issues back to the core business curriculum. This will help both students and faculty. Faculty need to know how this is integrated as they are constantly ‘defending’ the inclusion of this course in the business curriculum. And students need to understand how the concepts tie to their future business careers. • Emphasis on TEACHING. Many professors teaching this course are attorneys first and academics second. They do not have a lot of time to prepare or think about how to apply this information effectively for their business students. Dynamic Business Law: The Essentials contains a helpful instructor’s manual, particularly for the many adjuncts teaching this course. • Emphasis on CRITICAL THINKING. Neil Browne, one of the coauthors of this text, has written a successful text on critical thinking. His framework is included in Dynamic Business Law: The Essentials as well – to help students learn how to frame and reframe a question/issue. Critical thinking questions are also included at the end of each case, to tie in this component even further.

INVITATION TO PUBLISH
McGraw-Hill is interested in reviewing textbook proposal for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com
Visit McGraw-Hill Education (Asia) Website: www.mheducation.asia
The seventh edition of Essentials of Business Law retains all of the strengths of past editions but has been revised and enhanced to cover the latest developments in the legal field. This text will help you discover a wealth of information and learning opportunities that will give a clear understanding of business law topics. This text will also help to identify, explain, and apply the principles of business law in your daily lives and in the larger world in which you live.

NEW TO THIS EDITION

❖ The seventh edition of the text has been lengthened by two additional chapters, offering greater coverage in contract law and employment law.

❖ This new program now includes current topics, updated content, and greatly enhanced support materials.

❖ Clear and concise definitions of key terms are provided throughout the text.

❖ Major positive changes from previous editions include the fact that in every chapter, each Performance Objective matches each major topic area, which in turn matches each item in the chapter summary.

❖ Expanded pedagogy, with its emphasis on ease of use and assessment, offers both instructor and student a wealth of opportunities for learning, studying, and assessing progress throughout the course.

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32. Professionals Liability
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International Edition

Mallor, Barnes, Bowers and Langvardt’s: Business Law: The Ethical, Global, and ECommerce Environment, 14e is appropriate for the twoterm business law course. The cases in the 14th edition are excerpted and edited by the authors. The syntax is not altered, therefore retaining the language of the courts. As in recent previous editions, the 14th edition includes a mix of actual AND hypothetical cases.

NEW TO THIS EDITION

❖ Chapter 43 includes a new case on United States v. Jensen that relates to backdating stock options.

❖ Chapter 2 includes a discussion of the new federal rules governing discovery of electronically stored information.

❖ Chapter 8 includes, as new text cases, recent Supreme Court decisions on patent law. Chapter 8 also includes new material on the Trademark Dilution Revision Act of 2006.

❖ Chapter 20 includes a new section on the preemption and regulatory compliance defenses in product liability cases, and features the Supreme Court’s recent Riegel decision in that section.

❖ Chapter 40 gives greater emphasis to the law affecting limited liability companies and covers the Revised Uniform Limited Liability Company Act.

❖ Recent Supreme Court cases, such as Massachusetts v. EPA (Chapter 52), have been integrated in this edition.

❖ The latest case by Disney shareholders against former CEO Michael Eisner also is included in Chapter 43.
Chapter 44 includes a new case, Brodie v. Jordan, in which the Supreme Court of Connecticut fashioned rights for a minority shareholder.

The recent U.S. Supreme Court case, Stoneridge Investment Partners, LLC v. ScientificAtlanta, Inc., was added in Chapter 45. The case is the latest on the issue of aiding and abetting under Securities Exchange Act Rule 10b5.

The professional liability chapter, Chapter 46, was updated with three new text cases on issues ranging from liability for negligent misrepresentation to the definition of scienter under Rule 10b5.

Chapter 45 includes recent SEC changes that expand the communications permitted during registered offerings of securities.

Chapter 48 contains new text material discussing recent amendments to the Consumer Product Safety Act.

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APPENDIX B The Universal Commercial Code, Articles 2A, 3, 4, 7, and 9
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3 things to know about the focus of this exciting new text, Dynamic Business Law:

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

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

- Emphasis on ETHICAL DECISIONMAKING. In chapter 2, the authors introduce a framework for making ethical business decisions that students can use on a regular basis. Following each case there are questions designed to train students to apply this approach. Then repeatedly throughout the chapters, questions about business ethics are raised in the text. This framework is designed to help improve the learning process of students and to give a sense of relevancy to the ethical decision making process.

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PART EIGHT: EMPLOYMENT AND LABOR RELATIONS
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PART NINE: GOVERNMENT REGULATION
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Chapter 45 Consumer Law
Chapter 46 Environmental Law
Chapter 47 Antitrust Law

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

NEW TO THIS EDITION

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

FEATURES

- **LAW IN ACTION**: The Law in Action feature gives students a functional demonstration of how certain laws work in society.
- **MARGIN NOTES**: Placed strategically, these notes highlight features such as weblink references, key words and topics.
- **WEB LINKS**: Each chapter includes weblinks to relevant online material, to ensure students can easily crossreference examples and readings.

UPDATE TO FUNDAMENTALS OF BUSINESS LAW

5th Edition

By Margaret Barron, Adelaide Institute of TAFE

2007 (October 2007)

ISBN: 9780070138377

McGrawHill Australia Title

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

NEW TO THIS EDITION

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INTRODUCTION TO BUSINESS LAW IN SINGAPORE
3rd Edition
By Ravi Chandran, National University of Singapore
2005 / 384 pages
ISBN13: 9780071249652
An Asian Publication

CONTENTS
Preface. Law Report Abbreviations. Table of Cases. Table of Legislation.


Appendix A Sample Agreement.
Appendix B Researching Singapore Law.
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About the Author

THE LEGAL AND REGULATORY ENVIRONMENT OF BUSINESS
15th Edition
By O Lee Reed, Peter J Shedd and Jere W Morehead of University of Georgia, Marisa Anne Pagnattaro
2010 (February 2009) / 704 pages
ISBN: 9780073377667
http://www.mhhe.com/reed15e

In 1963, the first edition of Legal and Regulatory Environment of Business, authored by Bob Corley, started a new course emphasizing the legal environment in which business is conducted. By focusing on the public nature of how government regulates business activities, rather than simply how businesses privately make transactions, a movement away from traditional Business Law began. Through its previous 14 editions, The Legal and Regulatory Environment of Business has been the leader in setting the standard for materials covered in an introduction to the legal and regulatory environment of business.

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Chapter 19 Agency and Employment Laws
Chapter 20 Discrimination in Employment
Chapter 21 LaborManagement Relationship
LAW, BUSINESS AND SOCIETY
9th Edition
By Tony McAdams, University of Northern Iowa
2009 (November 2008) / 864 pages
ISBN: 9780073377650

Law, Business, and Society, 9/e, by Tony McAdams, takes an inter-disciplinary approach, utilizing elements of law, political economy, international business, ethics, social responsibility and management. The author provides 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.

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6. Contracts
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Unit Five—Business and Selected Social Issues
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18. Internet Law and Ethics

LEGAL ASPECTS OF BUSINESS
3rd Edition
By Akhilcshwar Pathak, Indian Institute of Management Ahmedabad
2007 (May 2007) / 596 pages
ISBN: 9780070656130

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

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Glossary of Legal Terms
International Business Law

LEGAL ENVIRONMENT OF BUSINESS
In the Information Age
By David Lee Baumer and J. Carl Poindexter of North Carolina State University—Raleigh
2004 / 800 pages
ISBN: 9780072943139 (with PowerWeb)
http://www.mhhe.com/baumerleob

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Employment Law

EMPLOYMENT LAW
Going Beyond Compliance to Engagement and Empowerment
By Rosemarie Feuerbach Twomey, Fairleigh Dickinson University
2010 (January 2009) / 624 pages
ISBN: 9780073026978
http://www.mhhe.com/twomey1e

Employment Law: Going Beyond Compliance to Engagement and Empowerment, by Rosemarie Feuerbach Twomey, focuses on the laws that have the greatest impact on the relationships between employers and employees—in particular, the common law governing the employment relationship which has dramatically changed the application of the employment at will doctrine, and the many statutory requirements of fair employment practices that promote equal opportunity to all employees. The book is premised on three core beliefs:

1. Managers can gain a meaningful understanding of the laws that apply to the employeremployee relationship and the implications of those laws for how business is conducted.
2. Compliance with employment laws is best accomplished by following effective management practices that include fair treatment of workers.
3. Understanding, appreciating, and following the spirit of employment laws—and not being unreasonably constrained by the letter of those laws—will contribute significantly to the strategic goals of any organization.

Features
- Introductory chapters describe the framework and origin of employment laws, followed by the several ways that legal disputes are resolved. A separate chapter is devoted to Mediation, which in recent years has been embraced by the EEOC and applied more frequently in employment disputes.
Within each chapter, for each statute, Congress’ reason for adopting the law is given, and the key principles and requirements of the law are described and analyzed. Excerpts of cases are presented to further explain the principles and to illustrate how the courts apply these principles in actual situations. At the conclusion of each case, questions for discussion are provided.

Every chapter includes a Management Perspective box that incorporates management ideas and theories to enrich the topic coverage within the chapter.

Global Perspective boxes raise awareness and appreciation of the sociological and historical context of employment law, as well as promoting the better understanding of different cultures in a shrinking commercial world. One is included in each chapter.

Chapters conclude with a Chapter Summary and a set of questions, some of which are extensive in factual content. These questions provide the platform for class discussion about the numerous circumstances that give rise to legal disputes in the employment relationship.

Key pedagogy includes: Excerpts Cases for questions for discussion; Management Perspective Boxes that incorporate management ideas and theories to enrich the topic coverage within the chapter; Global Perspective Boxes to raise awareness and appreciation for the sociological and historical context of employment law, and promote a better understanding of different cultures in an ever shrinking commercial world; Key Terms; End of Chapter Questions.

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Chapter 14 Disability Discrimination

PART SIX – EMPLOYMENT BENEFITS AND FAMILY LEAVE LAW
Chapter 15 The Family and Medical Leave Act, Workers’ Compensation, and the ADA

EMPLOYMENT LAW FOR BUSINESS

6th Edition
By Dow Bennett Alexander, University of Georgia and Laura P. Hartman, University of Wisconsin Madison
2009 (November 2008) / 832 pages
ISBN: 9780073377636
http://www.mhhe.com/emplaw6e

Bennett Alexander and Hartman’s Employment Law for Business, 6/e addresses law and employment decisions from a managerial perspective. It is intended to instruct students on how to manage effectively and efficiently with full comprehension of the legal ramifications of their decisions. Students are shown how to analyze employment law facts using concrete examples of management related legal dilemmas that do not present clearcut 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.

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EMPLOYMENT LAW

An Introduction for HR and Business Students,
2nd Edition
By Kathy Daniels, Sam Aryee, Pawan Budhwar, Ann Davis, Margaret Hart, Carole Parkes, Judy Scally, Helen Shipton and Michael West
2008 (March 2008) / 288 pages
ISBN: 9781843981886
McGraw Hill UK Title

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

## E-COMMERCE

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### Technology / Infrastructure

**ELECTRONIC COMMERCE**

*Framework, Technologies, and Applications, 3rd Edition*

*By Bharat Bhasker, Indian Institute of Management*

2008 (September 2008) / 488 pages

ISBN: 9780070264328

McGraw-Hill India Title

www.mhhe.com/ecom3e

This book is essentially for students pursuing MBA programs. It will also be very useful for the other specialized courses like diploma in electronic commerce or information technology etc. The following features make this book an indispensable text.

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1. Introduction to Electronic Commerce  
2. Electronic Commerce: Business Models  
3. Electronic Data Interchange  
5. electronic Commerce: Network Infrastructure  
6. Electronic Commerce: Information Distribution and Messaging  
7. Electronic Commerce: Information Publishing Technology  
8. Electronic Commerce: Securing the Business on Internet  
10. Electronic Payment Systems  
11. Electronic Commerce: Influence on Marketing  
12. Electronic Commerce: Search Engines and Directory Services  
13. Internet Advertising  
15. Agents in Electronic Commerce

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### Introduction to E-Commerce

**International Edition**

**INTRODUCTION TO E-COMMERCE**

*2nd Edition*

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

2004 / 512 pages

ISBN: 9780072553475


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  
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   10. Website Architecture  
   Part IV: Capital Infrastructure  
   11. Human and Financial Capital  
   Part V: Media Infrastructure  
   12. Media Convergence  
   Part VI: Public Policy and Structure  
   13. Public Policy: Regulation

---

### E-COMMERCE

*Strategy, Technologies And Applications*

*By David Whiteley*

2000 / 300 pages

ISBN: 9780077095529

ISBN: 9780071183468 [IE]  
ISBN: 9780071241618 [IE]

McGraw-Hill UK Title

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

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International Edition

E-COMMERCE
Context, Concepts and Consequences
By N Bandyopadhyay, University of East London
2002 / 400 pages
ISBN: 9780077098575
ISBN: 9780071230681 [IE]
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/bandyo

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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.
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7. Operational Infrastructure for E-commerce Consequences.
8. Strategic Implementation of E-commerce.

Business Process & Re-engineering

INTERNET BUSINESS MODELS AND STRATEGIES
Text and Cases, 2nd Edition
By Allan Afuah, University of Michigan-Ann Arbor and Christopher Tucci, New York University
2003 / 496 pages
ISBN: 9780072511666 (Out of Print)
ISBN: 9780071252485 [IE]
http://www.mhhe.com/afuah/tdsu2e

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Chapter 2. Overview of Internet Technology and Value Network
Chapter 3. Competitive Landscape-Changing Properties of the Internet

Part II: Components, Linkages, Dynamics, and Evaluation of Business Models
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Chapter 5. Dynamics of Business Models (rewritten new chapter)
Chapter 6. Taxonomy of Internet Business Models (new)
Chapter 7. Value Configurations and the Internet
Chapter 8. Valuing and Financing an Internet Start-Up
Chapter 9. Appraisals of Internet Business Models (expanded into new chapter)

Part III: The Role of Competitive and Macro Environments
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Case 3. Reflect.com: Burn the Ship (new)
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Case 14 E*trade: A lust for being different (new)
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E-COMMERCE

Internet Marketing

INTERNATIONAL EDITION

INTERNET MARKETING
Building Advantage in a Networked Economy, 2nd Edition
By Rafi Mohammed, Monitor Marketspace Center; Robert J. Fisher, University of Western Ontario, Bernard J. Jaworski, Monitor Marketspace Center and Gordon Paddison, New Line Cinema
2004 / 768 pages
ISBN: 9780072538427
http://www.mhhe.com/mohammed04

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Chapter 15: Customer Information Systems: Leveraging Customer Information Through Internet Technology
Part VII: Marketing Program Evaluation
Chapter 16: Customer Metrics

Cyberlaw and Ethics

INTERNATIONAL EDITION

LEGAL LANDMINES IN E-COMMERCE
By David R. Canton, Harrison Pensa LLP and John E. Millar, The Attache Group, Inc.
2003 / 144 pages
ISBN: 9780072527872 (Out of Print)
ISBN: 9780071213257 [IE]

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

Cyberpreneurship

INTERNATIONAL EDITION

BUILDING AN E-BUSINESS
From the Ground Up
By Elizabeth Eisner Reding
2001 / 192 pages
ISBN: 9780072426366 (Out of Print)
ISBN: 9780071150811 [IE]
http://www.mhhe.com/ebusiness

CONTENTS
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
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CHAPTER SEVEN: Creating Advanced Web Pages
CHAPTER EIGHT: Running an E-Business / Glossary
Risk Management

International Edition

ELECTRONIC COMMERCE
Security, Risk Management, and Control, 2nd Edition
By Marilyn Greenstein, Arizona State University-West and Miklos Vasarhelyi, Rutgers University, Newark
2002
ISBN: 9780072519150 (with PowerWeb) - Out of Print
http://www.mhhe.com/business/accounting/greenstein2e

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Strategy

International Edition

INTRODUCTION TO E-COMMERCE
2nd Edition
By Jeffrey F. Rayport and Bernard J. Jaworski of Monitor / Marketspace Center and Breakaway Solutions Inc.
2004 / 512 pages
ISBN: 9780072553475
http://www.mhhe.com/rayport04

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13 Public Policy: Regulation

E-BUSINESS STRATEGY
Text and Cases
By Paul Phillips, Senior Lecturer in Strategic Finance and Director of Research, European Management School, University of Surrey.
2002 / 400 pages
ISBN: 9780077098377
McGraw-Hill UK Title
http://www.mcgraw-hill.co.uk/textbooks/phillips

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Chapter One: The Internet as a business driver.
Chapter Two: The Impact of the Internet on business relationships.
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Chapter Five: E-business models.
Chapter Six: E-Organisational dimensions.
Chapter Seven: Leveraging the Web for marketing.
Chapter Eight: Financial appraisals of e-business organizations.
Chapter Nine: Online resources and their deployment.
Chapter Ten: Virtual Marketspace.
Chapter Eleven: Cyber Rules and Challenges.
Chapter Twelve: E-business Strategy-Lessons Learned.
(Twelve detailed International Case studies, and shorter mini-cases cases for class discussion).

E-Commerce Cases Book

International Edition

CASES IN ELECTRONIC COMMERCE
2nd Edition
By Sid L Huff, Scott Schneberger, Michael Wade, Peter Newson and Michael Parent
2002 / 488 pages
ISBN: 9780072457315 (Out of Print)
ISBN: 9780071123525 [IE]

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1.Introduction
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**Purchasing and Supply Chain Management**

**International Edition**

**PURCHASING SUPPLY MANAGEMENT**

14th Edition

By Michiel Leenders and P Fraser Johnson of University of Western Ontario and Anna Flynn, Institute of Supply Management

2011 (June 2010) / 640 pages

ISBN: 9780073377896

ISBN: 9780071289375 [IE]

(Details unavailable at press time)

**PURCHASING AND SUPPLY CHAIN MANAGEMENT**

2nd Edition

By W C Benton

2010 (November 2009) / 672 pages

ISBN: 9780073525198

ISBN: 9780071289139 [IE]

http://www.mhhe.com/benton2e

The Second Edition of Purchasing and Supply Management focuses on the next generation of professionals as it outlines the most current methods in purchasing and supply chain management. With W.C. Benton’s step-by-step approach, both students and professionals can gain analytical purchasing skills. Real 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, and transportation, global, and healthcare purchasing. Dr. Benton has published more than one hundred articles in the areas of purchasing management, inventory control, supply chain management, quality assurance, and materials management. He has been ranked #1 out of 753 quality and quantity researchers in operations management, has served as a consultant for IBM, RCA, Frigidaire, and state Departments of Transportation, among others, and is the founder of the Purchasing and Supply Management Association (PSMA) at the Fisher College of Business.

**NEW TO THIS EDITION**

- A new chapter on strategic outsourcing has been added. Strategic outsourcing has rapidly become the building block for globalization.
- Expanded coverage of JIT (Lean) Purchasing demonstrates how the role of purchasing has changed from merely placing orders to investigating the supplier’s technical and process capabilities.
- Expanded coverage of Electronic Purchasing shows how e-purchasing has fundamentally transformed the traditional indirect purchasing function and has lead to significant cost savings and coordinated efficiency.
- Expanded coverage on supply chain relationship management examines how any buying organization must maintain strong relationships with its best contract manufacturers and suppliers in order to stay competitive in today’s aggressive market sectors.
- Five new real world cases based on practical organizational situations have been added to reinforce the lessons learned in each chapter.

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Part 1: Introduction to Purchasing and Supply Management

Chapter 1: Purchasing and Supply Management

Chapter 2: Purchasing Decisions and Business Strategy

Chapter 3: The Legal Aspects of Purchasing

Part 2: Materials Management

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Chapter 6: Just-In-Time (Lean) Purchasing

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Part 3: Fundamentals of Purchasing and Supply Management

Chapter 8: Supplier Selection and Evaluation

Chapter 9: Strategic Outsourcing

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Chapter 11: Purchasing, Supply Partnerships, and Supply Chain Power

Chapter 12: Total Quality Management (TQM) and Purchasing

Part 4: Price/Cost Analysis and Negotiation Strategies

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Part 5: Special Purchasing Application

Chapter 15: Purchasing Transportation Services

Chapter 16: Equipment Acquisition and Disposal

Chapter 17: Healthcare Purchasing and Supply Management

Chapter 18: Procuring Professional Services

**SUPPLY CHAIN LOGISTICS MANAGEMENT**

3rd Edition

By Donald Bowersox, David Closs and M Bisby Cooper of Michigan State University-East Lansing

2010 (March 2009) / 480 pages

ISBN: 9780073377872

ISBN: 9780071276177 [IE]

http://www.mhhe.com/ecom3e

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, this text captures the current trends in Supply Chain Management and Supply Chain Strategy. Most textbooks approach this subject from a limited perspective, studying only internal functions of an organization to the exclusion of issues that relate to the entire supply chain in an integrated enterprise. Supply Chain Logistics Management provides a solid foundation that clearly describes the role of logistics within the supply chain, portraying a complete view of the subject and extending to show how all the pieces fit together.
NEW TO THIS EDITION

- New and expanded coverage of integrative supply chain management practices - An expanded treatment of collaborative practices in supply chain integration and expanded treatment of the challenges integrating management across the supply chain.
- A new chapter, Integrated Operations Planning (Chapter 6) has been added to provide additional coverage of supply chain planning; applications; sales and operations planning (S&OP); collaborative planning, forecasting, and replenishment (CPFR); and forecasting.
- Vast coverage of the most current technology in this industry such as Information Networks, Enterprise Resource Planning and Decision Support Systems. This assures that students are fully up-to-date on the use of these technologies and better prepared to manage these systems upon entering the industry.
- The rationale and the practices necessary to design and operate global supply chains are reviewed in Chapter 12.
- A new chapter focusing on Supply Chain Risk (Chapter 17) has been added to provide comprehensive coverage of issues such as supply chain security, safety, sustainability, and the triple bottom line.

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Chapter 3 Customer Accommodation
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PART THREE – SUPPLY CHAIN LOGISTICS DESIGN
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PART FOUR – SUPPLY CHAIN LOGISTICS ADMINISTRATION
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Chapter 16 Operational, Financial and Performance Measurement
Chapter 17 Supply Chain Risk

SUPPLY MANAGEMENT
8th Edition
By David N Burt, University of San Diego and Sheila Petcavage

2010 (January 2009) / 640 pages
ISBN: 9780073381459
ISBN: 9780071263306 [IE]
http://www.mhhe.com/burt8e

Supply Management is a major revision of the classic text in the field of procurement. The Eighth Edition builds on the strengths of prior editions, while including state of the art coverage and enhancements to help prepare students for the globalized world of business they will enter.

NEW TO THIS EDITION

- An introduction to the visionary concept of Value Network Management
- Emphasis on ethics and social responsibility
- Expanded coverage of the critical supply management aspects of production and inventory control
- Focus on positive interrelationships in cross-functional teams that span the boundaries of the firm
- A new graphic art presentation of all charts, figures and text

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18. Contract and Relationship Management
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Subject Index
MATCHING SUPPLY WITH DEMAND
An Introduction to Operations Management, 2nd Edition
By Gerard Cachon and Christian Terwiesch of University of Pennsylvania
2009 (April 2008) / 480 pages
ISBN: 9780073525167
ISBN: 9780071263313 [IE]
www.mhhe.com/cachon_terwiesch2e

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

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Chapter 3 Understanding the Supply Process: Evaluating Process Capacity
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Chapter 7 Variability and Its Impact on Process Performance: Waiting Time Problems
Chapter 8 The Impact of Variability on Process Performance: Throughput Losses
Chapter 9 Quality Management, Statistical Process Control, and Six Sigma Capacity
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LOGISTICS & SUPPLY CHAIN MANAGEMENT
By Patrick Jonsson, Chalmers University of Technology
2008 (March 2008) / 544 pages
ISBN: 9780077117382
McGrawHill UK Title
www.mcgraw-hill.co.uk/textbooks/jonsson

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

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Chapter Six: Environmental Aspects of Logistics
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Chapter Fourteen: Transport Planning
Chapter Fifteen: The Procurement Process
Part Five: Supply Chain, IT and Improvement Aspects of Logistics
Chapter Sixteen: Emerging Practices in Supply Chain Management
Chapter Seventeen: Information Systems for Logistics and Supply Chain Management
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Appendix B: Incremental Inventory Carrying Costs
Appendix C: Derivation of the formula for economic order quantity (EOQ)
Appendix D: Normal Distribution Function
Appendix E: Service Loss Function
Appendix F: Exercises: Solutions to Problems
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.

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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
Chapter 8: Strategic alliances
Chapter 9: Procurement and Outsourcing Strategies
Chapter 10: Global Logistics and Risk Management
Chapter 11: Coordinated product and supply chain design
Chapter 12: Customer Value
Chapter 13: Smart Pricing
Chapter 14: Information Technology and Business Processes
Chapter 15: Technology standards
Appendix A: Computerized Beer Game
Appendix B: Risk Pool Game
Appendix C: Supply Contract Spreadsheet
Appendix D: Bidding Game

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 degree of analytical rigor that they are able to require of their students.

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5 Supply Management: Trends, Technologies, and Tactics
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Professional References

ENTERPRISE RISK MANAGEMENT
By John J Hampton
2009 (August 2009) / 320 pages
ISBN: 9780814414927
A Professional Reference Title

Using examples from companies such as Home Depot, Airbus, Boeing, and Nokia, as well as countries including Taiwan and Russia, Enterprise Risk Management takes an in-depth look at one of the hottest topics in business today. Showing readers in charge of monitoring operational exposures in corporations, nonprofit organizations, and government agencies how they can best determine and balance opportunities against the possibilities of loss. Featuring enlightening case studies, interviews, and exercises, this essential book shows readers how they can implement ERM the right way at their organization.

TOYOTA’S SUPPLY CHAIN MANAGEMENT
A Strategic Approach to Toyota’s Renowned System
By Ananth Iyer, Sridhar Seshadri and Roy Vasher
2009 (May 2009) / 240 pages
ISBN: 9780071615495
A Professional Reference Title

The Toyota Production System is the benchmark used throughout the world for lean thinking. Now you can model your own processes after those of the company that wrote the book on supply chain management. Written by two experts on the subject, along with a former Toyota senior executive, this book details the most celebrated supply chain operation in the world to help you form an integrated, synchronized system that will be the envy of your industry. You will find key insight into the logic behind every point of Toyota’s supply chain, along with both the tactics and strategies you can use to build an outstanding system of your own. Toyota Supply Chain Management explains how to achieve balance and efficiency by focusing on:

• Variety: Determine your variety of offerings based on operational efficiency and market demand
• Velocity: Maintain a steady flow through all processes of the supply chain
• Variability: Manage inconsistencies carefully to reduce cost and improve quality
• Visibility: Ensure the transparency of all processes to enable continuous learning and improvement

The authors provide valuable insider tips and offer hands-on guidance for improving production and operations in a variety of industries, including health care, insurance, banking, credit processing, and retailing. With careful attention paid to every aspect of the subject from principles and theories to operations and best practices Toyota Supply Chain Management is the most comprehensive, insightful guide to forging a world-class supply chain system.

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Ch 2. Supply Chain Overview
Ch 3. Mix planning
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Ch 10. Outbound Logistics

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THE SUPPLY-BASED ADVANTAGE
By Stephen Rogers
2009 (March 2009) / 352 pages
ISBN: 9780814401552
A Professional Reference Title

It’s not enough for companies to simply try to find ways to save money through suppliers. If suppliers aren’t fully integrated into their corporate strategy, there’s no way for companies to ensure that they will continue to save money... and that their supply decisions will fit with changing organizational goals. Blending theory, best practices, and relevant examples, The Supply-Based Advantage reveals how to design, build, maintain, and “remodel” an organization’s supply base to support its total business strategy and operations. Filled with enlightening examples from companies including Mars, Procter & Gamble, Intel, and Wal-Mart, this book shows how any organization can transform their supply function into a key driver of profit.

WIRED FOR THOUGHT
By Jeffrey Stibel
2009 (September 2009) / 256 pages
ISBN: 9781422146644
A Professional Reference Title

In this age of hypercompetition, the Internet constitutes a powerful tool for inventing radical new business models that will leave your rivals scrambling. But as brain scientist and entrepreneur Jeffrey Stibel explains in Wired for Thought, you have to understand its true nature. The Internet is more than just a series of interconnected computer networks: it’s the first real replication of the human brain outside the human body. To leverage its power, you first need to understand how the Internet has evolved to take on similarities to the brain. This engaging and provocative book provides the answer. Stibel shows how exceptional companies are using their understanding of the Internet’s brainlike powers to create competitive advantage—such as building more effective Web sites, predicting consumer behavior, leveraging social media, and creating a collective consciousness.

DESIGN-DRIVEN INNOVATION
By Roberto Verganti
2009 (August 2009) / 288 pages
ISBN: 9781422124826
A Professional Reference Title

Until now, the literature on innovation has focused either on radical innovation pushed by technology or incremental innovation pulled by the market. In Design-Driven Innovation: How to Compete by Rationally Innovating What Things Means, Roberto Verganti introduces a third strategy, a radical shift in perspective that introduces a bold new way of competing. Design-driven innovations do not come from the market; they create new markets. They don’t push new technologies; they push new meanings. It’s about having a vision, and taking that vision to your customers. Think of game-changers like Nintendo’s Wii or Apple’s iPod. They overturned our understanding of what a video game means and how we listen to music. Customers had not asked for these new meanings, but once they experienced them, it was love at first sight. But where does the vision come from? With fascinating examples from leading European and American companies, Verganti shows that for truly breakthrough products and services, we must look beyond customers and users to those he calls “interpreters” - the experts who deeply understand and shape the markets they work in. Design-Driven Innovation offers a provocative new view of innovation thinking and practice.

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Part One: The Strategy of Design-Driven Innovation
2. Design and Meanings. Innovating by making sense of things
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4. Technology Epiphanies. The interplay between technology-push and design-driven innovation
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6. The Interpreters. Doing research with the design discourse
7. Listening. Finding and attracting key interpreters
8. Interpreting. Developing your own vision
9. Addressing. Leveraging the seductive power of the interpreters
Part Three: Building Design-Driven Capabilities
10. The Design-Driven Lab. How to start
11. Businesspeople. The key role of top executives and their culture
IT SAVVY
By Peter Weill, Harvard Business School Press and Jeanne Ross, MIT’s Center for Information & Systems Research
2009 (June 2009) / 208 pages
ISBN: 9781422181010
A Professional Reference Title

Tired of spending money on IT without understanding your investment? Not getting the results you need in the time frame you expected? Then you and your firm are probably not IT savvy. IT-savvy executives think, talk, and act digitally in all their business decisions and activities. They depend upon a reusable digital platform of business processes, data, and systems and don’t shy away from addressing IT-related business problems. And as a result, their firms enjoy margins up to 20 percent higher than their competitors. Yes, IT can be particularly challenging for a number of reasons such as its unfamiliar vocabulary, elusive benefits, and all-too-familiar rat wheel of dysfunction. IT Savvy can help: The authors identify five imperatives that will help you drive value from IT, with detailed explanations on their implementation. You’ll increase your fluency and even learn to leverage IT for profitable growth. For example, you’ll start to build a digital ROI into managers’ job descriptions, then hold them accountable for using your company’s IT activities as assets. Bolstered by years of research and work with top executives, this book will help you become fearless in your discussions of all things digital. And it will prove that being IT savvy pays off.

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Chapter 3: Commit to a Digitizing Journey
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SUPPLY CHAIN COST MANAGEMENT
By Jimmy Anklesaria
2009 (November 2009) / 256 pages
ISBN: 9780814474754
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.

EBAY THE SMART WAY
5th Edition
By Joseph T. Sinclair
2007 (May 2007) / 512 pages
ISBN: 9780814474518
A Professional Reference Title

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

E-LEARNING IN CHINA UNIVERSITY
By Wu
2007 (December 2007)
ISBN: 9780071264327
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.

WORLD-CLASS WAREHOUSING AND MATERIAL HANDLING
By Edward Frazelle, The Logistics Institute at Georgia Tech
2002 / 280 pages
ISBN: 9780071376006
ISBN: 9780071226868 (IE)
A Professional Reference Title

Warehousing continues to play a critical role in assuring high levels of customer service and overall logistics performance. Efficient warehousing can minimize the effects of supply chain inefficiencies; can improve logistics accuracy and inventory management; and can allow for product accumulation, consolidation, and customization. The cost of warehousing should be commensurate with the contribution of warehousing to overall logistics performance—typically between 2% and 5% of corporate revenue. In world-class warehousing these costs are minimized while also improving customer service. The principles and systems described in this book are common denominators of world-class warehousing. The principles have been developed over a decade of logistics research, education and consulting project experience. World-Class Warehousing and Material Handling can be used to develop a warehouse master plan to support the corporation’s overall logistics strategy.
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M: MANAGEMENT
2nd Edition
By Thomas S Bateman, University of VA-Charlottesville and Scott A Snell, Cornell University
2011 (January 2010) / 416 pages
ISBN: 9780078137235
http://www.mhhe.com/batemanM2e

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2011 (January 2010) / 800 pages
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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) / 800 pages
ISBN: 9780073381428
ISBN: 9780071287609 [IE]
http://www.mhhe.com/bateman8e

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

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Part 1 Foundations of Management
Chapter 1 Managing
M: MANAGEMENT
By Thomas S Bateman, University of VA-Charlottesville and Scott A Snell, Cornell University
2009 (January 2008)
http://www.mhhe.com/batemanM

MANAGEMENT is the newest principles of management textbook on the market, and was created with students' and professors' needs in mind. Students receive a cost-effective, easy to read text complete with study resources (both print and online) to help them review for tests and apply chapter concepts. Professors receive a text that contains all the pertinent information we know they cover in Principles of Management - yet in a more condensed format that is easier for students to cover. It also contains gradable online assignments for instructors to assign. MANAGEMENT includes comprehensive teaching support and online supplements. Throughout a students' college career, many of the textbooks they will use will come from McGraw-Hill, the world's leading higher-education business publisher. But a student's relationship with McGraw-Hill doesn't start with the beginning. Start here.

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MANAGEMENT
A Real World Approach
By Andrew W Ghillyer, Argosy University-Tampa
2009 (January 2008) / 496 pages
ISBN: 9780073377018
http://www.mhhe.com/ghillyermangement

Many principles of management textbooks make the assumption that students already have a stable understanding of the subject. Management: A Real World Approach, combines the theory students need with examples within their grasp as well as providing reinforcing exercises and activities to help them retain and apply what they have learned. This text along with the ancillary materials help address the question that many students ask when taking a principles of management course: "What does management mean to me?"

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CONTEMPORARY MANAGEMENT
6th Edition
By Gareth R Jones, Texas A&M University and Jennifer M George, Rice University
2009 (November 2008) / 864 pages
ISBN: 9780073530437
ISBN: 9780071281058 [IE]
http://www.mhhe.com/jonesgeorge6e

Contemporary Management by Jones and George distinguishes itself through its authorship, comprehensive, current contents, rich and relevant examples and applications and experiential exercises provided in every single chapter. This #1 best-selling text continues to redefine what principles of management texts should look, sound, and feel like. As an author team Gareth Jones and Jennifer George are uniquely qualified to write about both the strategic and organizational challenges managers face. Contemporary Management is a comprehensive text that surveys the theoretical underpinnings of modern management thought and research. Through a variety of examples from an expanded number of small business to medium and large
companies it shows the reader how those ideas are used by practicing managers. A hallmark of this text is its focus on the “Manager as a Person,” which discusses managers as real people with their own personalities, strengths, weaknesses, opportunities, and problems.

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Part Six: Controlling Critical Organizational Processes
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International Edition

MANAGEMENT
4th Edition
By Angelo Kinicki, Arizona State University-Tempe and Brian K Williams
2009 (September 2008) / 608 pages
ISBN: 9780073381480
ISBN: 9780071285575 [IE]
http://www.mhhe.com/kw4e

Jones/George, Essentials of Contemporary Management is the concise edition of the market bestselling textbook by the same author team. Jones and George are dedicated to the challenge of “Making It Real” for students. The authors present management in a way that makes its relevance obvious even to students who might lack exposure to a “real-life” management context. This is accomplished thru a diverse set of examples, and the unique, and most popular feature of the text, the “Manager as a Person” Chapter 2. This chapter discusses managers as real people with their own personalities, strengths, weaknesses, opportunities, and problems and this theme is carried thru the remaining chapters. This text also discusses the importance of management competencies—the specific set of skills, abilities, and experiences that gives one manager the ability to perform at a higher level than another in a specific context. The themes of diversity, ethics, globalization, and information technology are integrated throughout.

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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.

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Chapter 18 Managing Innovation and Change

PRINCIPLES OF MANAGEMENT
4th Edition
By Tripathi, Sukhadia University
2008 (June 2008) / 480 pages
ISBN: 9780070220881
McGraw-Hill India Title

The book has been written keeping in mind the students of undergraduate and postgraduate students of management and commerce. The book is also useful for the B Tech students. It is designed to provide a lucid treatment of principles of management in the Indian context. Although the organisation of the book follows a widely used “management function” approach, the chapters are self-sufficient and would stand on their own. This modular design would offer wide flexibility to the teachers/students in choosing topics. The text presents an integrated picture of the classical, behavioral, quantitative and contingency approaches to management. The revision is done with the objective of making the coverage complete. Consequently, this edition includes two new chapters, newer examples, ideas and concepts in management. Many topics have been rewritten to enhance lucidity.

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MANAGEMENT
A Pacific Rim, 5th Edition
By Kathryn (Kay) M Bartol, University of Maryland-College Park, Margaret Tein and Graham Matthews of Royal Melbourne Institute of Technology, Bishnu Sharma, University of the Sunshine Coast
2007 (November 2007)
ISBN: 9780070135055
McGraw-Hill Australia Title

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MANAGEMENT FOUNDATIONS
2nd Edition
By Kathryn (Kay) M Bartol, University of Maryland-College Park, Margaret Tein and Graham Matthews of Royal Melbourne Institute of Technology, Bishnu Sharma, University of the Sunshine Coast, Philip Ritson, University of Adelaide and Brenda Scott-Ladd, Murdoch University
2007 (November 2007)
ISBN: 9780070131576
ISBN: 9780070090880 (with eBook)
McGraw-Hill Australia Title
http://www.mhhe.com/au/bartol_foundations2e

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Appendix: The Regional Context (online)

UK Adaptation
CONTemporary Management
European Edition
By Edgar Meyer and Melanie Ashleigh of Southampton, Gareth Jones, Texas A&M University and Jennifer George, Rice University
2007 (January 2007) / 768 pages
ISBN: 9780077111151
McGraw-Hill UK Title
http://www.mcgraw-hill.co.uk/textbooks/meyerandashleigh

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MANAGEMENT
A Global and Entrepreneurial Perspective, 12th Edition
By Heinz Weihrich, University of San Francisco
2007 (June 2007) / 576 pages
ISBN: 9780070660199
McGraw-Hill India Title

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19. Control Techniques and Information Technology

MANAGEMENT
A Global Perspective, 11th Edition
By Heinz Weihrich, University of San Francisco, and Harold Koontz, (Deceased), Formerly of UCLA
2004 / 632 pages
ISBN: 9780071239462
An Asian Publication

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ESSENTIALS OF MANAGEMENT
An Asian Perspective
By Joseph M Patti, 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
ISBN: 9780071257206
An Asian Publication
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1. The Environment of Business
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Principles of Management - Supplements

TAKING SIDES: CLASHING VIEWS IN MANAGEMENT
3rd Edition
By Marc Street and Vera L Street of Salisbury University
2010 (August 2009) / 400 pages
ISBN: 9780073527321
McGraw-Hill/Dushkin Title
http://www.mhcls.com/text-data/catalog/0073527327.mhtml
Taking Sides volumes present 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 or challenge questions. Taking Sides readers feature an annotated listing of selected World Wide Web sites. An online Instructor’s Resource Guide with testing material is available for each volume. Using Taking Sides in the Classroom is also an excellent instructor resource.

NEW TO THIS EDITION
❖ Correlation Guide:
www.mhhe.com/mhcxp/CorrelationGuides/TS_Management_3e.pdf
This convenient guide matches the issues in Taking Sides: Management, 3/e with the corresponding chapters in three of our best-selling McGraw-Hill Management textbooks by Ghillyer, Bateman/Snell, and Jones/George.

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Issue 5. Has Affirmative Action Outlived Its Usefulness in the Workplace?
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Certo’s Supervision: Concepts and Skill-Building prepares students to be supervisors in a challenging modern workplace. It is based on the premise that organizational variables including diversity in the workforce, computer and communication technology, and the design of organization structures are constantly changing. Overall, this text focuses on discussing important supervision concepts and providing fundamental skills necessary for applying these concepts. Students will learn the critical role of a supervisor in an organization and the abilities needed to be successful.

NEW TO THIS EDITION

- Chapter 3, “Groups, Teams, and Powerful Meetings,” has been revised to include additional coverage of the stages of team development as well as a new introductory chapter vignette on cooperation at Christiana Hospital.
- Chapter 4, “Corporate Social Responsibility and Ethics,” includes stronger coverage of social responsibility and a new opening vignette on a special case at Vurv Technology.
- New coverage focuses on recruiting in a slowing economy, handling the challenges of false information on resumes, and facing the potential problem of pregnancy-related discrimination.
- New material is presented on negative and positive reinforcement. Examples focus on employee participation in goal setting, operational objectives in fire departments, and supervision of telecommuting employees.
- New emphasis is placed on how to assign work, supervise self-managed teams, and control employee stress caused by work demands.
- New examples of supervisors in action explore how the text’s concepts arise in real organizations or in the lives of real supervisors.
- Newly-focused in this edition, the Assessing Yourself feature includes a brief and engaging self-assessment quiz that allows students to see the kinds of supervisors they can be.

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3: Groups, Teams, and Powerful Meetings
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Section Four Staffing Skills
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Section Six Controlling Skills
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Organizational Behavior - Textbooks

ORGANIZATIONAL BEHAVIOR
Improving Performance and Commitment in the Workplace, 2nd Edition
By Jason Colquitt and Jeffrey A LePine of University of Florida at Gainesville and Michael J Wesson, Texas A&M University
2011 (January 2010) / 768 pages
ISBN: 9780078137174
ISBN: 9780071220699 [IE]
http://www.mhe.com/colquitt2e
(Details unavailable at press time)

ORGANIZATIONAL BEHAVIOR AND MANAGEMENT
9th Edition
By John Ivancevich, University of Houston and Robert Konopaske, Florida Atlantic University-Boca Raton
2011 (February 2010) / 624 pages
ISBN: 9780073530505
ISBN: 9780071220897 [IE]
(Details unavailable at press time)

ORGANIZATIONAL BEHAVIOR
12th Edition
By Fred Luthans, University of Nebraska-Lincoln
2011 (January 2010) / 608 pages
ISBN: 9780073530352
ISBN: 9780071289399 [IE]
http://www.mhhe.com/luthans12e
(Details unavailable at press time)
An Integrative Model of OB. The table of contents is organized around an integrative model, described in Chapter 1, that provides a roadmap for the course, showing students how all of the chapters fit together. Unlike many OB texts with many editions behind them, Colquitt Essentials avoids being “grab-bagish” in nature with what seem to be randomly placed topics. The positioning of every topic makes sense, and it’s easy for students to understand how the topics they are studying fit into the bigger picture.

Contemporary Content. When creating the book, the author team asked themselves what OB texts would look like if all of them were first written in 2008. Many OB texts include outdated and disapproved models, just to maintain continuity with earlier editions. Such content frustrates students, who don’t understand why they should learn theories that are not valid. Colquitt Essentials omits such theories, devoting more space to contemporary topics that are useful for employees and managers.

Features that Students Want to Read. Each chapter includes special insert box features like OB on Screen, OB in Sports, OB for Students, and OB Internationally that help “bring OB to life” for the reader. Many of these features have been praised by students for their ability to demonstrate OB content in a fun and appealing manner. Colquitt Essentials also uses an informal style that students enjoy reading, while focusing on company examples that students find interesting (Google, Netflix, Best Buy, Four Seasons, eBay, and others).

FEATURES

In Chapter Features:

- OB in Sports- The wide world of sports provides a variety of applications for OB. By bringing what students already know from the outside world into the classroom, OB in Sports helps demonstrate key models and theories in each chapter. Piquing students’ interest with sports not only helps to engage them, it also helps bring to light that OB is everywhere. Examples of sports examples used to illustrate OB concepts:
  - Chapter 5 on Motivation: The “Tiger Effect” in golf with Tiger Woods.
  - Chapter 12 on Organizational Culture: Pat Summit and the Lady Volunteers basketball team.

- OB on Screen- Throughout the text, popular movies are used to represent applicable OB concepts. While these videos are NOT available on the Instructor Video DVD, full instructor notes are provided in the Instructor’s Manual for specific scenes and where they can be located on the film’s DVD, either rented or purchased by the instructor. Examples of movies discussed to illustrate OB concepts:
  - Chapter 6 on Trust, Justice, and Ethics: Pirates of the Caribbean Vol. 2: On Stranger Tides
  - Chapter 9 on Teams: 300

- OB for Students- Whether undergraduates, masters, or executives, everyone enrolled in an OB class has one thing in common: they’re students. This feature applies OB theories and concepts to student life. It examines questions like, what makes students satisfied with their University, what personality traits improve performance in students groups, and what are the effects of absenteeism on student learning and performance?
  - Chapter 10 on OB Internationally- This feature spotlights the impact of globalization on the OB concepts described in the book. It describes how the importance of concepts and theories vary across cultures, how OB concepts are applied in international corporations, and how OB concepts impact the success of “expatriates”, and how cultural diversity influences group effectiveness.

End of Chapter Features:

- Cases- To help bring students full circle, a case appears at the end of every chapter that provides a follow-up to the company highlighted in the Opening Vignette.
- Takeaways- Provided to help guide students to the most relevant information in each chapter.
- Discussion Questions- Help promote critical thinking on the part of the students, while also giving instructors some topics to trigger class discussion.
- Assessments- Give students insights into their personality, values, traits, skills, and styles that can help them understand their reactions to the working world.
New Discussions include the following: alternatives to layoffs, competitors, “power naps at work, employee engagement, how

New Major Sections

Dilemmas.

New Material

New! Latest research and practices including 898 source material new to this edition

These are quintessential attributes for success in today’s workplace.

and inspiring metaphor for modern Organizational Behavior. Wolves

for Kreitner and Kinicki because they view wolves as an instructive

organizations, ethics, and globalization, are recommended by the

also included for each PowerPoint slide.

shows highlight specific scenes that are linked to OB topics.

An updated Test Bank includes 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.

In its tradition of being an up-to-date, relevant and user-driven text-

book, Kreitner and Kinicki’s approach to organizational behavior is

based on the authors’ belief that reading a comprehensive textbook

is hard work; however, the process should be interesting and some-
times even fun. The authors’ commitment to continuous improvement

makes complex ideas understandable through clear and concise

explanations, contemporary examples, a visually appealing photo/ art program, and/or learning exercises. The authors respond to user feedback by ensuring the text covers the very latest OB research and practices. 1,385 source material citations are dated 2008-2009 with over 1/3 of those referencing 2009. Key topics, such as diversity in organizations, ethics, and globalization, are recommended by the Association to Advance Collegiate Schools of Business (AACSB) and the Association of Collegiate Business Schools and Programs (ACBSP). Wolf branding book cover: Wolves remain a central theme

of organizational behavior. Wolves are dedicated team players, great communicators, and adaptable. These are quintessential attributes for success in today’s workplace.

NEW TO THIS EDITION

New! Latest research and practices including 898 source material references dated 2008 and 487 dated 2009.

New feature: “To The Point” questions


55 New Real World/Real People Boxes in the Ninth Edition; twenty of those involving ethical issues.

New Major Sections

New Discussions include the following: alternatives to layoffs at people-centered organizations, sustainability and “outgreening” competitors,” power naps at work, employee engagement, how stereotype threats influence behavior, telecommuting benefits and problems, implicit leadership theory, four-step process for creating a learning infrastructure, how organizational narcissism affects organizational decline.

New Key Terms

New Material

New Research or Data: the relationship between organizational culture and organizational effectiveness, offshore jobs, why employees quit, ingratiation and race, students studying in foreign countries, cautionary research about cross-cultural studies, research on job satisfaction across generational groups (traditionalist, baby boomers, Gen X, and Gen Y), preferred size of work groups, workplace incivility, team conflict resolution, negotiating for pay raises, how employees deal with office politics, perceptions of organizational politics, and positive leadership traits.

New or Expanded Coverage

Hundreds of New Examples

And Much More: IBM’s CEO and Jack and Suzy Welch on the value of global experience, Fareed Zakaria’s call for more global awareness in America, Malcolm Gladwell on culture and airline safety at Korean Air, Lululemon Athletica CEO Christine Day on managing disagreement, new advice from a woman CEO on listening, an executive explains how to “play the game” with organizational politics. 

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

PowerPoint slides The PowerPoint not only includes overviews, key concepts, and materials from the text, but also provides additional examples, charts, and data from outside sources to enhance your lecture presentations. More detailed instructor teaching notes are also included for each PowerPoint slide.

A Turf War: The CEO and the President’s Office; the executive explains how to “play the game” with organizational politics. 

Practice: The Office” contains teaching notes and suggested use of select episodes from the popular television show along with discussion questions and answers. Selected shows highlight specific scenes that are linked to OB topics.

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

An updated Test Bank includes 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.

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Chapter 11: Organizational Structure

Chapter 12: Organizational Culture

New or Expanded Coverage

Hundreds of New Examples

And Much More: IBM’s CEO and Jack and Suzy Welch on the value of global experience, Fareed Zakaria’s call for more global awareness in America, Malcolm Gladwell on culture and airline safety at Korean Air, Lululemon Athletica CEO Christine Day on managing disagreement, new advice from a woman CEO on listening, an executive explains how to “play the game” with organizational politics.

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

PowerPoint slides The PowerPoint not only includes overviews, key concepts, and materials from the text, but also provides additional examples, charts, and data from outside sources to enhance your lecture presentations. More detailed instructor teaching notes are also included for each PowerPoint slide.

An updated Test Bank includes 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.

CONTENTS

PART 1: The World of Organizational Behavior

Chapter 1: Organizational Behavior: The Quest for People-Centered Organizations and Ethical Conduct

Chapter 2: Managing Diversity: Releasing Every Employee’s Potential

Chapter 3: Organizational Culture, Socialization, and Mentoring

Chapter 4: International OB: Managing across Cultures

Part 2: Individual Behavior in Organizations

Chapter 5: Key Individual Differences and the Road to Success

Chapter 6: Values, Attitudes, Job Satisfaction, and Counterproductive Work Behaviors

Chapter 7: Social Perception and Attributions

Chapter 8: Foundations of Motivation

Chapter 9: Improving Job Performance with Goals, Feedback, Rewards, and Positive Reinforcement

Part 3: Group and Social Processes

Chapter 10: Group Dynamics

Chapter 11: Developing and Leading Effective Teams

Chapter 12: Individual and Group Decision-Making

Chapter 13: Managing Conflict and Negotiating

Part 4: Organizational Processes

Chapter 14: Communicating in the Digital Age

Chapter 15: Influence Tactics, Empowerment, and Politics

Chapter 16: Leadership

Chapter 17: Organizational Design, Effectiveness, and Innovation

Chapter 18: Managing Change and Stress

Learning Modules (OLC)
In their new Fifth Edition, McShane and Von Glinow continue the trailblazing innovations that made previous editions of Organizational Behavior recognized and adopted by the new generation of organizational behavior (OB) instructors. McShane and Von Glinow 5e is acclaimed for:

- Readability, presentation of current knowledge
- Strong International/Global orientation
- Contemporary Theory Foundation (without the jargon)
- Active Learning and Critical Thinking Support
- Textbook’s philosophy—OB knowledge is for everyone, not just traditional managers.

Reality is that everyone: sales representatives, production employees, physicians – needs OB knowledge to successfully thrive in and around organizations. The authors’ ability to engage students by introducing cutting edge OB topics while providing relevancy to OB concepts through the ‘linking theory with reality’ approach, is the reason OB 5e remains unparalleled in its ability to engage students. Hundreds of fascinating real-life stories captured from around the world, ‘Linking Theory with Reality’, remains one of the text’s key, hearty features. The first to bring OB cutting edge topics, OB 5e continues introducing students to the present and future context of emerging workplace realities: social networks and virtual teams replacing committee meetings, knowledge replacing infrastructure, values and self-leadership replacing command-and-control management; companies looking for employees with emotional intelligence and team competencies, not just technical smarts. Diversity and globalization have become challenges as well as competitive opportunities for organizations. Coworkers aren’t just down the hall; they’re at the other end of an Internet connection located around the world, and much, much, more.

NEW TO THIS EDITION

- 15 chapters replace the previous 17. To accommodate the needs of instructors, the fifteen chapter text emulates the number of weeks in a typical OB course.
- Videos: Three new programs have been added, creating a dozen excellent videos including the following that will instantly be recognize and likely cherished in the classroom
- New cases: Several cases are new to this book and are written by organizational behavior instructors around the world. Others, such as Arctic mining consultants and treetop Forest Products, are classics that have withstand the test of time.
- New opening vignettes, captioned photos, and other examples

liberally inserted throughout the book to provide more engaging reading and strengthen the theory-practice link.

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PART 1 INTRODUCTION
1 Introduction to the Field of Organizational Behavior

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

PART 3: TEAM PROCESSES
8 Team Dynamics
9 Communicating in Teams and Organizations
10 Power and Influence in the Workplace
11 Conflict and Negotiation in the Workplace
12 Leadership in Organizational Settings

PART 4: ORGANIZATIONAL PROCESSES
13 Organizational Structure
14 Organizational Culture
15 Organizational Change

Appendix A: Theory Building and Systematic Research Methods
Appendix B: Scoring Keys for Self-Assessment Activities

International Edition

ORGANIZATIONAL BEHAVIOR
Improving Performance and Commitment in the Workplace

By Jason Colquitt

2009 (January 2008) / 640 pages
ISBN: 9780073530086
ISBN: 9780071287760 [IE]

http://www.mhhe.com/colquitt

Colquitt, Organizational Behavior: Improving Performance and Commitment in the Workplace provides a fresh modern look at Organizational Behavior with scientifically proven models and theories. Research on learning motivation has shown that students learn more when they have an intrinsic interest in the topic. This prompted the Colquitt team to create an OB text to using a more informal conversational style and use of company examples students will be familiar with and find compelling, thus helping to stimulate interest. Each chapter includes special features designed to “bring OB to life.” Chapters open around an integrative model that provides students with a roadmap of the course, showing them where they have been and where they are going. IMPORTANT NOTE: The introductory section of Colquitt contains two chapters not found in the beginning of other books: Job Performance and Organizational Commitment. Why this is important? Being good at one’s job and wanting to stay with one’s employer are critical concerns for employees and managers alike. This book takes on a unique approach highlighting the concepts of PERFORMANCE and COMMITMENT at the beginning of the book. After describing these topics in detail, every remaining chapter in the book links back to the theory of performance and commitment. From this organization, students can better appreciate the practical relevance of organizational behavior concepts.

CONTENTS

PART 1. INTRODUCTION TO ORGANIZATIONAL BEHAVIOR

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

CHAPTER 2. Job Performance
The costs of poor performance / Task performance / Adaptability / Citizenship behavior / Counterproductive behavior
CHAPTER 3. Organizational Commitment
The costs of employee turnover / Organizational commitment / Psychological withdrawal (daydreaming, moonlighting, loafing) / Physical withdrawal (tardiness, absenteeism, quitting)

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

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

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

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

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Chapter 2 Organizational Culture
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Part Two: Behavior within Organizations: The Individual
Chapter 4 Individual Behavior and Differences
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International Edition
ORGANIZATIONAL BEHAVIOR
By Angelo Kinicki and Robert Kreitner of Arizona State University-Tempe
2009 (September 2008) / 488 pages
ISBN: 9780073381411
ISBN: 9780071285582 [IE]
http://www.mhhe.com/kinickiob4e

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

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

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

Part Two: Managing Individuals
Chapter Four: Understanding Social Perception and Managing Diversity
Chapter Five: Appreciating Individual Differences: Self-Concept, Personality, Attitudes, and Emotions

Part Three: Making Decisions and Managing Social Processes
Chapter Nine: Effective Groups and Teamwork

Part Four: Managing Organizational Processes
Chapter Twelve: Communicating in the Digital Age
Chapter Thirteen: Influence, Power, and Politics: An Organizational Survival Kit

Chapter Fourteen: Leadership Fourteenth Five: Managing Evolving Organizations
Chapter Fifteen: Designing Effective Organizations
Chapter Sixteen: Managing Change and Organizational Learning

International Edition

ORGANIZATIONAL BEHAVIOR: ESSENTIALS
2nd Edition
By Steven McShane, University of Western Australia and Mary Ann Von Glinow, Florida International University-Miami
2009 (March 2008) / 424 pages
ISBN: 9780073381220
ISBN: 9780071283212 [IE]
http://www.mhhe.com/mcshaneESS2e

Organizational Behavior [Essentials] 2e 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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Chapter 1 Introduction to Organizational Behavior

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Chapter 3 Perception and Learning in Organizations
Chapter 4 Workplace Emotions, Attitudes, and Stress
Chapter 5 Employee Motivation: Foundations and Practices
Chapter 6 Decision Making and Creativity

PART 3: TEAM PROCESSES
Chapter 7 Team Dynamics
Chapter 8 Communicating in Teams and Organizations
Chapter 9 Power and Influence in the Workplace
Chapter 10 Conflict Management
Chapter 11 Leadership in Organizational Settings

PART 4: ORGANIZATIONAL PROCESSES
Chapter 12 Organizational Structure
Chapter 13 Organizational Culture
Chapter 14 Organizational Change

NEW TO THIS EDITION

- Engaging - contemporary theory foundation without the jargon
- Contemporary - thoroughly researched and up-to-date
- New co-author - additional expertise brought to chapters on organisational processes

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Chapter 1: Introduction to the Field of Organisational Behaviour

Part 2: Individual behaviour and processes
Chapter 2: Individual Behaviour, Personality, and Values
Chapter 3: Perception and Learning in Organisations
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Part 4: Organisational processes
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Chapter 15: Organisational Change
CASES IN ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT
By Mirza Saiyadain, International Management Institute New Delhi
2009 (March 2009) / 160 pages
ISBN: 9780070152571
McGraw-Hill India Title

1. There are 17 cases in the OB area dealing with issues such as women employment, sexual harassment, work culture, job satisfaction, mentoring, communication, employee commitment, interpersonal conflict, team management, leadership style etc.

2. There are 15 cases in the area of HRM. Their focus varies from discipline management, promotion, workers' participation, union management, recruitment & selection, training & development, career planning, and compensation management.

3. In addition there is a detailed note on case methods of teaching & training and small introductory notes on OB & HRM

FEATURES
- 17 cases in the OB
- 15 cases in the area of HRM
- Detailed note on case method of teaching
- All cases developed by a group of researchers working with Shri Ram Centre

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PART I: INTRODUCTION
Method of Teaching/Training in Management

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Chapter 4: Bharat R rayons
Chapter 5: Farmers E empowerment-An IT ITC Way
Chapter 6: Government's D dilemma
Chapter 7: International Market research Company
Chapter 8: Mahila Mandal
Chapter 9: Manufacturers Limited
Chapter 10: Modernisation of Mind at tata Steel
Chapter 11: National electric equipment Company
Chapter 12: Ramson Company
Chapter 13: Rash Pharmaceuticals
Chapter 14: Rewa-The research Associate
Chapter 15: Techtel Company
Chapter 16: Transtel electronics
Chapter 17: Universal Limited

PART III: HUMAN RESOURCE MANAGEMENT
Chapter 18: Arogya Baginis in Vejalpur Municipality
Chapter 19: Bharat A arms Company
Chapter 20: Bharat automobile Company
Chapter 21: Employee Participation at Bank of Baroda
Chapter 22: Fitter Murari
Chapter 23: Germalim Limited
Chapter 24: Haranam Singh Crane Driver
Chapter 25: Indian Company
Chapter 26: Management's Dilemmas
Chapter 27: Marine Electric Company
Chapter 28: National Oil Company
Chapter 29: Quality Engineering Works
Chapter 30: Tiger Toys
Chapter 31: Vadatra International solutions
Chapter 32: Driver Veer Singh

BEHAVIOR IN ORGANIZATIONS
9th Edition
By Abraham B Shani and James Lau of California Polytechnic State University
2009 (May 2008) / 544 pages
ISBN: 9780073404936
ISBN: 9780071259439 [IE]
http://www.mhhe.com/shani9e

BEHAVIOR IN ORGANIZATIONS, 9/e, by Shani and Lau, is a paper-back text that takes a hands-on, experiential approach (learning-by-doing or learning-in-action) to organizational behavior. The majority of the exercises, role-playing simulations, and cases were developed in and for management training workshops. The cases themselves represent different industries and organizations around the globe with diverse size, product, service, and cultures. Instructors appreciate the multiple interactive teaching methods for each teaching module. Experiential methods provide a powerful stimulus for learning, growth, and change by helping participants focus on their own behaviors and reactions as data. The text begins with structured, less personal exercises that are readily recognized as relevant to human effectiveness in organizational settings. Personal growth and self-understanding activities are introduced later in the text, after students have had enough experience to become more comfortable and ready for them. The ninth edition of this book, like the previous editions, is designed to meet needs that other texts do not satisfy.

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

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

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

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

Part 5: ADVANCED MODULES ON THE WWW
17. Stress and the Management of Stress
18. Managing Career Planning and Development
19. Managing Knowledge Management Processes
20. Managing Technology
The author team (Ivancevich/Konopaske/Matteson) has examined, listened, and responded to reviewers’, instructors’, and students’ suggestions on how to continue to make Organizational Behavior and Management, 8e a more user-friendly and application rich introductory OB textbook. To accomplish this, OBM 8e achieves the difficult goal of preserving its key strengths (i.e., thorough, current, good balance of research and practice) while streamlining its content by removing over 100 pages of readings that are now available on the Web. This reduction in page length makes the book more affordable, teachable, and efficient for students. “Preserving scholarship while streamlining” captures the spirit of what I/K/M used as the guiding principle while writing OBM 8e.

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

Contents

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

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

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

Part Four Managing and Leading for High Performance
11. Managing Performance through Job Design and Goal Setting
12. Behavioral Performance Management
13. Effective Leadership Processes

Organizational Behavior
By Cary Cooper, UMIST, Kim James and Caroline Gatrell, Lancaster University
2007 (November 2007)
ISBN: 9780077099985
McGraw-Hill UK Title

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Prologue: Organisational Behaviour
1. The changing organisation world
2. Organisation culture and image
3. Individual differences and personnel selection
4. Socialisation
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6. Organisation change
7. Learning and development
8. Careers choices and career management
9. Managing a team
10. Organisational dynamics
11. Managing Diversity
12. New organisational forms
13. Politics and Influence
14. Leadership
15. Work life balance
International Edition

ORGANIZATIONAL BEHAVIOR
Human Behavior at Work, 12th Edition
By John Newstrom, University of Minnesota–Duluth
2007 (May 2006) / 576 pages
ISBN: 9780072875461
ISBN: 9780071254304 [IE]
http://www.mhhe.com/newstrom12e

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Chp.1 The Dynamics of People and Organizations.
Chp.2 Models of Organizational Behavior.
Chp.3 Managing Communications.
Chp.4 Social Systems and Organizational Culture.
Part Two: Motivation and Reward Systems.
Chp.5 Motivation.
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Chp.12 Informal and Formal Groups.
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Part Six: Change and Its Effects.
Chp.14 Managing Change.
Chp.15 Stress and Counseling.
Part Seven: Emerging Aspects of Organizational Behavior.
Chp.16 Organizational Behavior across Cultures.
Part Eight: Case Problems.
Glossary. Appendix A: Personal Development Plan. References. Name Index. Subject Index

International Edition

ORGANIZATION BEHAVIOR
Solutions for Management
By Paul Sweeney, University of Central Florida and Dean McFarlin, University of Dayton
2002 / 496 pages
ISBN: 9780073659084 (Out of Print)
ISBN: 9780071121309 [IE]
www.mhhe.com/sweeney

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Ch 5 Effective Decision-Making
Part II: Managing Groups and Relationships Effectively
Ch 6 Designing Motivating Jobs and High Performance Teams
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Ch 9 Constructively Dealing with Conflict and Stress
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Part III: Managing Behavior Across the Organization
Ch 11 Structuring Companies for Effective Competition
Ch 12 Corporate Culture: Analyzing and Shaping the Firm's Way of Life

Organizational Behavior - Supplements

International Edition

MANAGER'S HOT SEAT ONLINE ACCESS CARD
2nd Edition
By McGraw-Hill/Irwin
2007 (June 2006)
ISBN: 9780073312125
ISBN: 9780071261906 [IE]

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Case 6: Change: More Pain than Gain?
Case 7: Partnership: The Unbalancing Act
Case 8: Cultural Differences: Let's Break a Deal
Case 9: Project Management: Steering the Committee
Case 10: Diversity: Mediating Morality
Case 11: Personal Disclosure: Confession Coincidence?
Case 12: Virtual Workplace: Out of Office Reply
Case 13: Listening Skills: Yeah, Whatever
Case 14: Diversity in Hiring: Candidate Conundrum
Case 15: Working in Teams: Cross-Functional Dysfunction
Case 16: Globalization
Case 17: Cyber Loafing
Case 18: Bullying in the Workplace
Case 19: Integrated Work Conflict
Case 20: Leadership vs. Management
Case 21: Workplace Violence

ORGANIZATIONAL BEHAVIOR IN ASIA
Issues and Challenges
By Tan Joo Seng and Chi Ching of Nanyang Technological University
2004
ISBN: 9780071241649
An Asian Publication

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Chapter 2: Globalization's Challenges
Chapter 3: The New Millennium Employees
Chapter 4: Emerging Employment Relationships
Chapter 5: Ethics and Corporate Governance in Asia
Chapter 6: Leadership in the Asian Context
Chapter 7: Teams in Asian Organizations
Chapter 8: Creativity, Innovation & Entrepreneurship in Asia
Chapter 9: Case Studies and Business Perspectives by KW Ching
Chapter 10: Conclusion
The author team (Ivancevich/Konopaske/Matteson) has examined, listened, and responded to reviewers’, instructors’, and students’ suggestions on how to continue to make Organizational Behavior and Management, 8e a more user-friendly and application rich introductory OB textbook. To accomplish this, OBM 8e achieves the difficult goal of preserving its key strengths (i.e., thorough, current, good balance of research and practice) while streamlining its content by removing over 100 pages of readings that are now available on the Web. This reduction in page length makes the book more affordable, teachable, and efficient for students. “Preserving scholarship while streamlining” captures the spirit of what I/K/M used as the guiding principle while writing OBM 8e.

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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. Using 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 Lamberton, Human Relations will help you prepare for this changing world. You will find strategies and techniques to achieve human relations success on and off the job, and human relations skills that transfer from the classroom to the real world of work.

NEW TO THIS EDITION

❖ New more student-friendly design has been created in order to make the material as vibrant and accessible for students as possible.
❖ Updated and reorganized Chapter 1, with the history of human relations placed in a more appropriate context, along with new material on generation differences among workers of the 21st century.
❖ Chapter 10: Achieving Emotional Control is completely new content. It tackles important issues for students trying to understand their own emotional terrain. In addition, it provides the latest content and research on this increasingly important issue of human relations.

New sections on anger management and defensiveness. These new sections prepare students with strategies for achieving emotional control in the workplace.
A further expanded Chapter 19, which includes material on career choices, job search, and positive psychology.

A new section in Chapter 15, the customer service chapter, on the “internal customer” to acknowledge the widespread use of that concept in 21st-century human relations.

Revised Chapter 18 “Maintaining a Productive Workplace” to include material on procrastination, time management, and the relationship between morale and productivity.

Asset Map making class prep quick and easy! Each asset map identifies the chapter and learning objectives and ties those to the associated instructor notes, PowerPoint slides, and Test Bank questions. The asset map takes the guesswork out of planning lectures and online sessions!

Updated revisions of all other chapters, reflecting the changes that have affected human relations in the workplace since the last edition in 2007. Updates include projections for workforce composition changes and realities facing employees, such as balancing work and family responsibilities.

Many new Web cases chosen for their lasting interest, value and variety.

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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

2010 (September 2009) / 704 pages
ISBN: 9780073381534
ISBN: 9780070171558 [IE]

As the subtitle indicates, Lussier’s Human Relations in Organizations: Applications and Skill Building employs a workbook-type approach. This approach is perfect for professors who want to incorporate activities and exercises into the classroom, and benefits students who want to understand concepts as well as apply and develop skills that they can use in their daily and professional lives. The book provides a balanced, three-pronged approach: a clear concise understanding of human relations/ organizational behavior concepts; the application of HR/OB concepts for critical thinking in the business world; the development of HR/OB skills.

NEW TO THIS EDITION

- New AACSB coverage in Chapter 1 discusses the Association for the Advancement of Collegiate Business Schools standards and each Skill Builder has been labeled with the AACSB competencies developed through the exercise.
- New Communication Skills Questions can be used for class discussion and/or written assignments, requiring critical thinking and personal opinions based on the text concepts.
- New and updated Ethical Dilemmas present a situation with questionable ethical behavior. Students are asked to determine if the behavior is ethical and what they would do in that situation.
- Updated references throughout, including updated coverage of key topics such as stress and leadership (e.g. trait theory and global leadership studies)

CONTENTS

Part One: Intrapersonal Skills: Behavior, Human Relations, and Performance Begin with You
1 Understanding Behavior, Human Relations, and Performance
2 Personality, Stress, Learning, and Perception
3 Attitudes, Self-Concept, Values, and Ethics
4 Time and Career Management

Part Two: Interpersonal Skills: The Foundation of Human Relations
5 Interpersonal Communications
6 Organizational Structure and Communication
7 Dealing with Conflict

Part Three: Leadership Skills: Influencing Others
8 Leading and Trust
9 Motivating Performance
10 Ethical Power and Politics
11 Networking and Negotiating

Part Four: Leadership Skills: Team and Organizational Behavior, Human Relations, and Performance
12 Team Dynamics and Leadership
13 Teams and Creative Problem Solving and Decision Making
14 Organizational Change and Culture
15 Valuing Diversity Globally
Management Skills

International Edition
INTERPERSONAL SKILLS IN ORGANIZATIONS 3rd Edition
By Suzanne De Janasz, University of Mary Washington, Karen O Dowd, James Madison University and Beth Schneider, George Mason University
2009 (February 2008) / 464 pages
ISBN: 9780073405018
ISBN: 9780071263375 [IE]
http://www.mhhe.com/iso3e

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

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1. Journey into Self-awareness
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Unit 2 Interpersonal Effectiveness: Understanding and Working with Others
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11. Managing Conflict
12. Achieving Business Results through Effective Meetings
13. Facilitating Team Success
14. Making Decisions and Solving Problems Creatively
Unit 4 Leading Individuals and Groups
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18. Leading and Empowering Self and Others
19. Project Management
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Website: www.mheducation.asia
Human Resource Management, Fifth Edition

By H. John Bernardin, Florida Atlantic University - Boca Raton

2010 (February 2009) / 736 pages
ISBN: 9780077312404 (with Premium Content Code Card)
ISBN: 9780071267472 [IE]

http://www.mhhe.com/bernardin5e

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

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Part I Human Resource Management and the Environment
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Part II Acquiring Human Resource Capability
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Part III Developing Human Resource Capability
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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

- New updates including new coverage of how globalization, technology, e-commerce, and demographic changes are influencing HR management practices (Ch. 1); diversity as an essential component of HR strategy (Ch. 4); training trends (Ch. 8); how changes in product and service markets have affected labor-management relations, the new labor federation, and Change to Win (Ch. 13); and strategies for reducing repetitive-stress injuries (Ch. 15)
- New research has been added to reflect findings on the effectiveness of online job search, diversity-oriented recruiting, and factors that affect recruitment success to show the most current trends in recruitment.
- Extensive revision of Chapter 5 – Analyzing Work and Planning for People is based on the idea that to make intelligent decisions about HR strategy, two types of information are essential: (1) a deep understanding of general business strategy, and (2) job design. The chapter incorporates both theoretical models as well as company examples from firms such as Apple, FedEx, Ritz-Carleton, and SYSCO to make these concepts real.
- Thoroughly updated research and references throughout the text. Dozens of new company examples to illustrate current practices, updated legal findings from each area, and the very latest researching findings have been added to each chapter to make the text more readable.
- Correlation Guide:
  www.mhhe.com/mhcp/CorrelationGuides/AE_Human_Resources_0910.pdf

This convenient guide matches the units in Annual Editions: Human Resources 09/10 with the corresponding chapters in three of our best-selling McGraw-Hill Human Resource textbooks by Bernardin, Ivancevich, and Cascio.

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Part I ENVIRONMENT
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Chapter 16: International Dimensions of Human Resource Management

NEW

International Edition

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

2010 (January 2009) / 672 pages
ISBN: 9780073381466
ISBN: 9780071267700 [IE]

http://www.mhhe.com/ivancevich11e

Ivancevich’s Human Resource Management, 11e takes a managerial orientation; that is it takes the position that HRM is relevant to managers in every unit, project, or team. Managers are constantly faced with HRM issues, problems, and decision-making and the text’s primary goal is to show how each manager must be a human resource problem solver and diagnostician. This book pays attention to the application of HRM approaches in “real” organizational settings and situations. Realism, understanding, and critical thinking were important in the revision. Students and faculty alike have identified readability and relevance as key strengths of the text. It provides a book that stimulates ideas and keeps all users up-to-date on HRM thinking and practice.

NEW TO THIS EDITION

- Focus on managers and leaders who have the responsibility of optimizing performance and doing what is ethically correct; employees who perform the work; and HRM specialists who advise, support, and aid managers and non-managers in their work.
- The most up-to-date references and illustrative materials make this a book for the 21st century while retaining the most relevant earlier citations. Examples of updated topics include Generation Y and work-life balance (Ch.1), updated data on workforce composition and diversity as well as fastest growing occupations (Ch. 2), “Stealth-pats” and Other Alternatives to Traditional Expatriate Assignments” (Ch. 4), and a new Application Case 7-1: E-Recruiting: Too Much of a Good Thing?
**NEW TO THIS EDITION**

- New and Updated Chapter Openers, End of Chapter Cases, and Cases from the pages of Business Week - All introduce the student to issues related to HRM roles in the current economic reality (recession) and other current chapter topics such as downsizing, GMs reorganization to survive, company's emphasis on learning, reducing labor costs, reviewing incentive programs and benefits to increase their motivational value and focus on cost-containment. In 14 of 16 chapters, opening cases present a real business problem or issue that provides background for the issues discussed in the chapter. At the end of each chapter a feature called "A Look Back", provides questions that challenge students to address the human resource issues discussed in the chapter opening cases. In Chapter 2, Strategic Human Resource Management, "A Look Back", asks students to consider how GM should consider changing the way it manages its workforce and works with the employee unions as a result of its reorganization to survive, company's emphasis on learning, reducing labor costs, reviewing incentive programs and benefits to increase their motivational value and focus on cost-containment.
- New HRM Video DVD providing 28 HRM related clips is available upon adoption of this 7th Edition. 8 out of the 16 chapters have new videos including a new video produced by the SHRM Foundation called: Seeing Forward: Succession Planning at 3M. Two videos specifically address recession related layoffs; one from a small business owner's perspective, the other from the workers perspective.
- Newly Enhanced End of Chapter Cases Online! In the Look Back end-of-chapter section for six chapters, a case icon has been added next to certain sections indicating that a pertinent case is available through the OLC website. Four new cases relate to topics in six chapters of the book. Cases were written by Alan J. Fazzari and Joseph B. Mosca of Monmouth University and focus on specific topics such as workplace bullying, sexual harassment, and performance evaluation.
- New and Expanded Content Highlights
- Chapter 1 includes expanded coverage of Entering International Markets
- Chapter 3 covers the latest changes to ADAA and the new Lilly Ledbetter Fair Pay Act
- Chapter 4 includes new material on the key to successful downsizing.
- Chapter 7 contains a new discussion of the effect of globalization and recession on training
- Chapter 10 explores the punitive approaches to employee health and the consequences
- New! HR Failures is a new feature for the Instructors Manual and the consequences
- New! HR Failures is a new feature for the Instructors Manual

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Website: www.mheducation.asia
Fundamentals of Human Resource Management, by Noe, Hollenbeck, Gerhart and Wright is specifically written to provide a complete introduction to human resource management for the general business manager. This book is the most engaging, focused and applied HRM text on the market.

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Glossary
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Subject Index

New

Cases in Organizational Behaviour and Human Resource Management
By Mirza Saiyadain, International Management Institute New Delhi
2009 (March 2009) / 160 pages
ISBN: 978-0-07-015257-1

McGraw-Hill India Title

(1) There are 17 cases in the OB area dealing with issues such as women employment, sexual harassment, work culture, job satisfaction, mentoring, communication, employee commitment, interpersonal conflict, team management, leadership style etc.

(2) There are 15 cases in the area of HRM. Their focus varies from discipline management, promotion, workers' participation, union management, recruitment & selection, training & development, career planning, and compensation management.

(3) In addition there is a detailed note on case methods of teaching & training and small introductory notes on OB & HRM

Features
- 17 cases in the OB
- 15 cases in the area of HRM
- Detailed note on case method of teaching
- All cases developed by a group of researchers working with Shri Ram Centre

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Chapter 8: Mahila Mandal
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Chapter 26: Management's Dilemmas
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Chapter 32: Driver Veer Singh

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PART 1: THEORY AND CONTEXT

Employment Relations: Theory and Practice

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PART 4: THE FUTURE
13 The Future of Australian Employment Relations

International Edition

HUMAN RESOURCE MANAGEMENT
9th Edition

By Lloyd L Byars, Georgia Institute of Tech and Leslie W Rue
Georgia State University

2008 (September 2007) / 448 pages
ISBN: 9780070735325
ISBN: 9780071278775 [IE]

http://www.mhhe.com/byars9e

Human Resource Management, 9th Edition continues to present both the theoretical and practical aspects of HRM. The theoretical material is presented throughout the textbook and highlighted via a marginal glossary. The practical aspects of HRM are presented through lively and pedagogically effective examples woven throughout the text and in the end-of-chapter materials. The new edition reflects the challenges of diversity, technology and globalization in the business world in general, and how these forces impact the HRM function within organizations.

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STRATEGIC HUMAN RESOURCE MANAGEMENT

By Aston Centre for Human Resources (ACHR)

2008 (March 2008) / 400 pages
ISBN: 9781843981718

McGraw-Hill UK CIPD Title

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

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The contribution of HR to Learning and Development

SECTION 3: THE LINK BETWEEN HRM AND BUSINESS PERFORMANCE
Impact of Strategic HRM on Organisational Performance
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SECTION 4: CONTEXTUALISING STRATEGIC HRM
Climate and Teamwork
Corporate Responsibility, Ethics and Strategic HRM
Strategic Diversity Management
The International Context
Emerging Issues in the Field

EMPLOYMENT RELATIONS
Theory & Practice

By Mark Bray and Peter Waring of University of Newcastle and Rae Cooper. University of Sydney

2008 (October 2008)
ISBN: 9780070135321

McGraw-Hill Australia Title

http://www.mhhe.com/law/bray

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

Contents

Employment Relations: Theory and Practice
PART 1: THEORY AND CONTEXT
This text is aimed at MBA students and Masters students on general business or management programmes, who are or will become general managers, and especially those with some direct responsibility for HRM policies and practices. The purpose of the text is to give the managers of tomorrow a basic grounding in HR theory and practices. The text will place HR in a managerial context and will cover the key areas that a line manager needs to know without placing too much emphasis on historical development. The text will therefore seek to offer a real-world perspective on people management by adopting a managerial, positivist approach and by avoiding overly academic content.

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Management—what it is and how it came about
Technology and HRM

SECTION 5
Summing up: what it’s really all about
Future trends in HRM

HUMAN RESOURCE MANAGEMENT AT WORK
4th Edition
By Mick Marchington, Preston Polytechnic’s School of Management Studies and Adrian Wilkinson
2008 (June 2008) / 544 pages
ISBN: 9781843982005
McGraw-Hill UK CIPD Title

Human Resource Management is the leading textbook for the CIPD People Management and Development module. Written by the CIPD’s chief examiner, it is closely aligned to the CIPD standards and is the ideal text for anyone seeking a critical look at Human Resource Management (HRM) theory and practice. Combining the latest academic research with practical approaches to managing HRM in the workplace, the text is suitable for core HRM modules on HRM and human resource (HR) practice is included throughout, bedded within a strategic and international research-based foundation. With a sound foundation based on contemporary research and a strong practical element, this title is useful to current practitioners wishing to update their knowledge and students considering careers in HRM or general management.

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PART 5: REWARD
Motivation and Pay Systems
Equity and Fairness in Reward Management

HUMAN RESOURCE MANAGEMENT FOR MBA STUDENTS
By Iain Henderson, Edinburgh Business School
2008 (February 2008) / 320 pages
ISBN: 9781843981473
McGraw-Hill Australia Title

This text is aimed at MBA students and Masters students on general business or management programmes, who are or will become general managers, and especially those with some direct responsibility for HRM policies and practices. The purpose of the text is to give the managers of tomorrow a basic grounding in HR theory and practices. The text will place HR in a managerial context and will cover the key areas that a line manager needs to know without placing too much emphasis on historical development. The text will therefore seek to offer a real-world perspective on people management by adopting a managerial, positivist approach and by avoiding overly academic content.

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Future trends in HRM

MANAGING HUMAN RESOURCES
Contemporary Perspectives in New Zealand
By Keith Macky
2008 (May 2008)
ISBN: 9780074717769
McGraw-Hill Australia Title
http://www.mhhe.com/au/macky

This title focuses on the practical application of human resource management (HRM) theories and research in a New Zealand context. The authors point out that HR practitioners and academics need to be cautious about the uncritical acceptance and application of research findings and practices developed internationally. A great many contextual factors (national legislative requirements, comparative union reach and strength, labour market conditions etc.) necessitate a careful consideration of how well HRM practices transfer across national boundaries. Therefore, reference to New Zealand research and human resource (HR) practice is included throughout, bedded within a strategic and international research-based foundation. With a sound foundation based on contemporary research and a strong practical element, this title is useful to current practitioners wishing to update their knowledge and students considering careers in HRM or general management.

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HUMAN RESOURCE MANAGEMENT
A Case Study Approach
By Michael Muller-Camen, Richard Croucher and Susan Leigh
2008 (January 2008) / 544 pages
ISBN: 9781843981657
McGraw-Hill UK CIPD Title

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

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CSR and Sustainable HRM
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Potential Future Development in HRM

HUMAN RESOURCE AND PERSONNEL MANAGEMENT
5th Edition
By Aswathappa, Canara Bank School of Management Studies
2007 (July 2007) / 810 pages
ISBN: 9780070660205
McGraw-Hill India Title
http://www.mhhe.com/aswathappa-hrm

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HUMAN RESOURCE MANAGEMENT IN AUSTRALIA
3rd Edition
By Helen De Cieri, Monash University and Robin Kramar, Macquarie Graduate School of Management
2007 (October 2007)
ISBN: 9780070135031
McGraw-Hill Australia Title
http://www.mhhe.com/au/decieri3e

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HUMAN RESOURCE MANAGEMENT IN AN INTERNATIONAL CONTEXT
By Rosemary Elizabeth Lucas, Hamish Mathieson and Benjamin Lupton
2007 (January 2007) / 400 pages
ISBN: 9781843981091
McGraw-Hill UK CIPD Title

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

UNDERSTANDING EMPLOYMENT RELATIONS
By Derek Rollinson, University of Huddersfield and Tony Dundon, National University of Ireland, Galway
2007 (April 2007) / 512 pages
ISBN: 9780077114862
McGraw-Hill UK Title
http://www.mcgraw-hill.co.uk/textbooks/rollinson

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Integration 4 Integrating the Effects of Organizational Processes
EXPLORING HUMAN RESOURCE MANAGEMENT
By David Simmonds, Christine Porter and Cecilie Bingham of Westminster Business School
2007 (October 2007) / 512 pages
ISBN: 9780077111021
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/porter

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Chapter 1 What is HRM?- Context & Purpose
Chapter 2 Analytical Skills in HRM
Chapter 3 HRM: people, perceptions, performance
Chapter 4 Role of HRM/Line Manager
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Chapter 20 Ethics & HRM
Chapter 21 Knowledge Management

Human Resource Management - Supplements

ANNUAL EDITIONS: HUMAN RESOURCES
10/11
19th Edition
By Fred Maidment, Western Connecticut State University
2011 (March 2010) / 224 pages
ISBN: 9780073528601
http://www.mhhe.com/annualeditions

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

NEW TO THIS EDITION

ANNUAL EDITIONS: HUMAN RESOURCES 09/10
18th Edition
By Fred Maidment, Western Connecticut State University

2010 (February 2009) / 224 pages
ISBN: 9780073528533
McGraw-Hill/Dushkin Title

http://www.mhcls.com/text-data/catalog/0073528536.mhtml

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

NEW TO THIS EDITION

▶ Correlation Guide:

This convenient guide matches the units in Annual Editions: Human Resources 09/10 with the corresponding chapters in three of our best-selling McGraw-Hill Human Resource textbooks by Bernardin, Ivancevich, and Cascio.

CONTENTS

Unit 1: Human Resource Management in Perspective
1. Spotlight on Human Resource Management
2. HR Jobs Remain Secure
3. Why We Hate HR
4. Strange Bedfellows
5. Not the Usual Suspects,
6. Employers Prepare to Keep, Not Lose, Baby Boomers

Part C: Americans with Disabilities Act
7. The Best 4 Ways to Recruit Employees with Disabilities
8. Making Reasonable Accommodations for Employees with Mental Illness Under the ADA
9. The Wonder of Work
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12. Fighting for Values

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Part B: Incentive Compensation
27. Pay-for-Performance Plans Should be Fair and Clear
Part C: Executives
31. Employee Benefits of the Future
32. Benefits and the Bottom Line

Unit 6: Fostering Employee/Management Relationships
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33. Setting up a Disciplinary Procedure
34. Poor Performance & Due Process
35. How to Investigate Workplace Misconduct & Avoid the HP Syndrome
Part B: Temporary and Part-time Employees
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Part C: Ethics
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38. Supporting Ethical Employees

Unit 7: International Human Resource Management
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40. Roots of Insecurity
41. Collaboration is the Key to Effective Outsourcing
42. The Real Cost of Offshoring
Part B: Managing International Human Resources
43. China: Land of Opportunity and Challenge
Test-Your-Knowledge Form

Article Rating Form
HUMAN RESOURCE STRATEGY
A Behavioral Perspective for the General Manager
By George Dreher, Indiana University - Bloomington and Thomas W Dougherty, University of Missouri - Columbia
2001 / 456 pages
ISBN: 9780256211894
ISBN: 9780071181112 [IE]

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Part 1: Understanding Behavior in Organizations: Basic Theoretical Orientations
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Chapter 2 Some Basic Theory about Ability, Motivation, and Opportunity
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Chapter 4: Reward and Compensation Systems
Chapter 5: Staffing Systems
Chapter 6: Employee and Career Development Systems
Chapter 7: Performance Management Systems
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Chapter 9: Sustained Competitive Advantage through Inimitable HR Practices
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Illustration 3: HR Systems for Financial Services Sales
Illustration 4: HR Systems for Project-Development Teams: Writing for Television
Illustration 5: HR Systems for Marketing Managers in Asia

Human Resource Strategy

NEW

STRATEGIC HUMAN RESOURCE MANAGEMENT
By Boselie
2010 (February 2010)
ISBN: 9780077119980
McGraw-Hill UK Title
(Directions unavaiable at press time)

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

Contents

Part One: The Nature of Staffing
Chapter 1 Staffing Models and Strategy

Part Two: Support Activities
Chapter 2 Legal Compliance
Chapter 3 Planning
Chapter 4 Job Analysis and Rewards

Part Three: Staffing Activities: Recruitment
Chapter 5 External Recruitment
Chapter 6 Internal Recruitment

Part Four: Staffing Activities: Selection
Chapter 7 Measurement
Chapter 8 External Selection I
Chapter 9 External Selection II
Chapter 10 Internal Selection

Part Five: Staffing Activities: Employment
Chapter 11 Decision Making
Chapter 12 Final Match

Part Six: Staffing System and Retention Management
Chapter 13 Staffing System Management
Chapter 14 Retention Management

New

This in depth yet concise text has been designed specifically to cater for the CIPD module in Managing and Leading People and as such is closely aligned to the Standards. Students on similar modules with appropriate content such as People and Organisations, on wider business degrees, will also find the book extremely useful. Building on the success of the first edition, this revised and updated edition adopts a more international perspective and includes brand new material, including more on organisational behaviour. Other hot topics covered include managing and leading people in a strategic context, ethics and diversity, the psychological contract, motivation and reward, recruitment and selection and developing for the future. The text includes a range of learning features to encourage students to be more critical, such as case studies, real-world examples and discussion questions.

New to this Edition
- A good overview, well structured, good breadth of contents.
- Accessible: well written, good case studies.

Contents

Managing and Leading People in High Performance Organisations
The Strategic Context
Employee Involvement and Participation
Leadership
Ethics and Diversity in Human Resources
Flexibility, the Psychological Contract and Empowerment
Performance Management, Motivation and Reward
Job Design
Recruitment and Selection
Learning, Training and Development: Creating the Future?
Conclusion
Appendix: Map of CIPD Standards
PEOPLE RESOURCING
4th Edition
By Stephen Taylor, Manchester Metropolitan University
2008 (June 2008) / 640 pages
ISBN: 9781843981985
McGraw-Hill UK CIPD Title

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

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

Compensation

NEW
International Edition

COMPENSATION
10th Edition
By George Milkovich, Cornell University-Ithaca and Jerry Newman, Suny Buffalo
2011 (January 2010) / 672 pages
ISBN: 9780073530499
ISBN: 9780071289450 [IE]
(Details unavailable at press time)

International Edition

COMPENSATION
9th Edition
By George Milkovich, Cornell University-Ithaca and Jerry Newman, Suny Buffalo
2008 (February 2007) / 672 pages
ISBN: 9780072969412
ISBN: 9780071259323 [IE]
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.

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

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Website: www.mheducation.asia
Training and Development

International Edition

5th Edition

By Raymond Andrew Noe, Ohio State University-Columbus

2010 (November 2009) / 544 pages
ISBN: 9780073530345
ISBN: 9780071267786 [IE]
http://www.mhhe.com/etd5e

Raymond Noe’s Employee Training and Development sets the standard in this course area. First introduced in 1998, ETD became the market-defining text within 6 months of publication. Its popularity is due to its lively writing style and relevant examples of the most up-to-date developments in training, research and practice, including the strategic role of training and the use of new technologies in training. Employee Training and Development strikes a balance between research and real company practices. It provides students with a solid background in the fundamentals of training and development such as needs assessment, transfer of training, learning environment design, methods, and evaluation. To help students better understand the relationship between the main elements of the book, the book is now organized into five different parts. Part I focuses on the context for training and development and includes a chapter devoted to strategic training. Part II includes coverage related to the fundamentals of designing training programs. Chapters in Part II focus on needs assessment, learning theories and program design, transfer of training, and training evaluation. Part III focuses on training and development methods and includes chapters devoted to traditional training methods, e-learning and the use of technology in training, employee development, and special issues in employee development, such as managing diversity, succession planning, and cross-cultural preparation. Chapters in Part IV cover career issues and how companies manage careers, as well as challenges in career management, such as dealing with work-life conflict, retirement, and socialization. Finally, Part V provides a look at the future of training and development.

NEW TO THIS EDITION

- Each chapter concludes with a brief case that illustrates a training and development or learning issue faced by a company. The case questions ask students to consider the issue and make recommendations based on the chapter content.

CONTENTS

Part One The Context for Training and Development
1 Introduction to Employee Training and Development
2 Strategic Training

Part Two Designing Training
3 Needs Assessment
4 Learning: Theories and Program Design
5 Transfer of Training
6 Training Evaluation

Part Three Training and Development Methods
7 Traditional Training Methods
8 E-Learning and Use of Technology in Training
9 Employee Development
10 Special Issues in Training and Employee Development

Part Four Careers and Career Management
11 Careers and Career Management
12 Special Challenges in Career Management

Part Five The Future
13 The Future of Training and Development

Glossary
Name Index
Company Index
Subject Index

NEW TO THIS EDITION

- This fully revised and updated edition covers the most recent trends, challenges and research in L&D
Major text for HRD and HRM students at postgraduate level, including those studying for the CIPD qualification

Rigorous but accessible, linked for CIPD students to an Examination Revision Guide and a tutors’ on-line manual

Written by a leading expert in the field and the former CIPD Chief Examiner

New chapter on tackling the challenges of change

CONTENTS
PART 1: UNDERSTANDING THE FIELD
Learning and Development in Organisations Today
National Skills Strategy
Reforming Vocational Education and Training

PART 2: GETTING TO GRIPS WITH THE PRACTICE
Understanding Learning and the Learners
Promoting Workplace Learning and Knowledge
Enhancing Performance Management
A 6-Stage Training Cycle for Co-creating Value
The 6-Stage Cycle in Action: A case study
Achieving Ethical Practice
PART 3 MAKING A BUSINESS CONTRIBUTION
The L&D Agenda in Different Sectoral Settings
Shaping and Managing the L&D Function
Producing and Implementing L&D Strategy
Developing L&D Partnerships
Adding Value.

PART 4 BUILDING FOR THE FUTURE
Tackling Challenges of Change
Promoting Talent and Career Development
Developing Leaders and Managers
Pulling the Threads Together: Claims and Challenges

NEW TO THIS EDITION

The foundational section that opens the book has been reduced from three chapters to two, allowing students and instructors to cover labor history, labor law, and key labor relations processes earlier in the book.

The text has been streamlined to improve student accessibility. Overall, the text is reduced from 14 chapters to 13, many of the chapters are shorter, and the more advanced topics have been moved to optional “Digging Deeper” features at the end of the relevant chapters. Numerous subheadings have also been added to the text to foster greater student comprehension.

Updated discussion of important public policy topics, especially the Employee Free Choice Act, debates over NLRB decisions on company email policies and supervisors, prospects for reversals of Bush-era legal rulings under the Obama administration, the transfer of retiree benefits from the Big Three automakers to the UAW, and the possibility of a reunification between the AFL-CIO and Change to Win.

Increased coverage of labor-management partnerships and numerous other contemporary updates have been added throughout the text.

CONTENTS
PART ONE: Foundations
1 Contemporary Labor Relations: Objectives, Practices, and Challenges
2 Labor Unions: Good or Bad?

PART TWO: The U.S. New Deal Industrial Relations System
3 Historical Development
4 Labor Law
5 Labor and Management: Strategies, Structures, and Constraints
6 Union Organizing
7 Bargaining
8 Impasses, Strikes, and Dispute Resolution
9 Contract Clauses and Their Administration

PART THREE: Issues for the 21st Century
10 Flexibility, Empowerment, and Partnership
11 Globalization

PART FOUR: Reflection
12 Comparative Labor Relations
13 What Should Labor Relations Do?

Appendix A: The National Labor Relations Act
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Appendix C: A Sample NLRB Decision
Appendix D: Collective Bargaining Simulation: The Zinnia And Service Workers Local H-56

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INTRODUCTION TO COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS
4th Edition
By Harry Katz, Cornell University - Ithaca and Thomas A Kochan, Massachusetts Institute of Tech.
2008 (July 2007) / 512 pages
ISBN: 9780073137155
ISBN: 9780071254250 [IE]

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

CONTENTS
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

MALAYSIAN INDUSTRIAL RELATIONS AND EMPLOYMENT
6th Edition
By Maimunah Aminuddin, Universiti Teknologi MARA
2007 (July 2007) / 380 pages
ISBN: 9789833850129
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.

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1 An Overview
2 The Employment Act and Related Acts
3 The Social Security Laws
4 The Law on Occupational Safety and Health
5 Trade Unions
6 Collective Bargaining
7 Trade Disputes and Industrial Action
8 The Industrial Court
9 Discipline at the Work Place
UNDERSTANDING EMPLOYMENT RELATIONS
By Derek Rollinson, University of Huddersfield and Tony Dundon, National University of Ireland, Galway
2007 (April 2007) / 440 pages
ISBN: 9780077114862
McGraw-Hill UK Title
http://www.mcgraw-hill.co.uk/textbooks/rollinson

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CROSS-CULTURAL MANAGEMENT
In Work Organizations, 2nd Edition
By Ray French
2010 (March 2010) / 300 pages
ISBN: 9781843982432
McGraw-Hill CIPD UK Title
(Details unavailable at press time)

INTERNATIONAL AND COMPARATIVE HUMAN RESOURCE MANAGEMENT
By Graham Hollinshead
2009 (November 2009)
ISBN: 9780077121600
McGraw-Hill UK Title
International and Comparative Human Resource Management offers students a clear and contemporary introduction to issues in managing the human aspects of international organisations. International Human Resource Management (IHRM) has grown in significance as a field of study over the past decade, due to the internationalisation of business, freedom of movement of labour and capital, and international regulation of employment matters. This new book takes a fresh and distinctive approach, combining analysis of international HR policy and practice with detailed exposition of contexts and systems of HR in a selection of developed and developing countries.

Contents
Part One Introduction and the Global Context
Chapter 1 International HRM – Its Growth and Significance
Chapter 2 Institutional and Cultural Influences on IHRM
Chapter 3 Multinational Corporations
Part Two International Themes
Chapter 4 Staffing the Multinational Enterprise – Expatriation and Managing Across Borders
Chapter 5 Working Across Borders – the Expatriation Cycle
Part Three Comparative Themes and Regional Studies
Chapter 6 International Labour Relations and Employee Participation
Chapter 7 The Americas – the United States of America and Mexico
Chapter 8 HRM and Europe
Chapter 9 HRM in East Asia
Chapter 10 HRM in Developing Countries
Chapter 11 Conclusion and Summary
**CROSS-CULTURAL MANAGEMENT**

*In Work Organizations*

By Ray French

2007 (March 2007) / 224 pages  
ISBN: 9781843981497  
McGraw-Hill CIPD UK Title

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**INTERNATIONAL BUSINESS - Textbooks**

**International Edition**

**THE GLOBAL CHALLENGE**

*Frameworks for International Human Resource Management*

By Paul Evans and Vladimir Pucik

2002 / 608 pages  
ISBN: 9780071257046 [IE]

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**International Edition**

**INTERNATIONAL BUSINESS**

*8th Edition*

By Charles Hill, University of Washington

2011 (January 2010) / 768 pages  
ISBN: 9780078137198  
ISBN: 9780071220835 [IE]

http://www.mhhe.com/hille

(Details unavailable at press time)

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**International Edition**

**INTERNATIONAL BUSINESS**

*12th Edition*

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

2010 (February 2009) / 768 pages  
ISBN: 9780077318833 (with CESIM Access Card)  
ISBN: 9780071288439 [IE]

http://www.mhhe.com/ball12e

International Business: The Challenge of Global Competition, 12th Edition, by Ball, Geringer, Minor and McNett continues to be the most current, 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 four authors with firsthand international business experience, specializing in international management, finance, law, global strategy, and marketing – a claim no other text can make. In addition, each new copy of International Business, 12e 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, Geringer, Minor and McNett can offer a complete view of International Business as diverse as the backgrounds of business students.

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NEW TO THIS EDITION

- Completely updated to reflect current world events and International Business issues. All tables, figures, graphs have been updated to include the most current data available.

- Increased focus on international institutions that influence International Business (Ch. 4) Ch. 4 has been reorganized to add focus on int’l institutions.

- More focus on the international monetary system and how it impacts the practice of international business by expanding Chapter 10 with materials from Ch. 5. The outcome is a tighter, more focused presentation of this important topic.

- Increased focus on Intellectual property in International Business. Chapter 9 has been refocused and renamed, Intellectual Property and Other Legal Forces, to emphasize the increasing importance of intellectual property in international business.

- Increased emphasis on issues of int’l accounting in addition to financial management. Chapter 20, renamed “International Accounting and Financial Management” emphasizes issues of international accounting in addition to financial management.

- Updated “Building Your Global Resume” boxes – This innovative and unique feature appears in each chapter. 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 global mentors that have successfully pursued careers involving international business activity.

- Updated globalEDGE Research Tasks, created by Tunga Kiyak 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.)

- NEW – iGlobe videos part of the Premium OLC and Cartridge for this text - Current Video: 2 new clips per month via iGlobe! iGlobe is McGraw-Hill’s revolutionary online video service providing instructors and students with on-demand videos from the PBS TV show, The News Hour with Jim Lehrer. Updated monthly with 2 new clips, these videos cover breaking stories surrounding international business issues, keeping the course up to speed with the ever-changing world of business. Students may purchase access to iGlobe by visiting www.mhhe.com/iglobe. Instructors may access these resources for free by contacting the MGH rep. Access is exclusively reserved for instructors using McGraw-Hill textbooks for this course. To save instructors time, each clip comes with teaching notes identifying the key concepts covered as well as discussion questions to liven up the classroom.

- Correlation Guide:


  This convenient guide matches the Units in Annual Editions: International Business, 15/e with the corresponding Chapters in three of our best-selling McGraw-Hill International Business textbooks by Hill and Ball et al.

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Chapter 20 International Accounting and Financial Management

INTERNATIONAL BUSINESS

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

2009 (May 2009)
ISBN: 9780074717547
McGraw-Hill Australia Title
www.mhhe.com/au/dowling

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

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INTERNATIONAL BUSINESS
7th Edition
By Charles Hill, University of Washington
2009 (January 2008) / 768 pages
ISBN: 9780073381398
ISBN: 9780071287982 [IE]
http://www.mhhe.com/hill

Market-defining since it was first introduced, International Business 7e 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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GLOBAL BUSINESS TODAY
6th Edition
By Charles Hill, University of Washington
2009 (October 2008) / 608 pages
ISBN: 9780073381398
ISBN: 9780071285506 [IE]
http://www.mhhe.com/hillgbt6e

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

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

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23. Future of International Business

ANNUAL EDITIONS: INTERNATIONAL BUSINESS
15th Edition
By Fred H Maidment, Western Connecticut State University
2009 (October 2008) / 192 pages
ISBN: 9780073528519
McGraw-Hill/Dushkin Title

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

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International Management

Changes in the global business environment continue at an accelerated pace. The challenges for international management reflect this dynamism and the increasing unpredictability of global economic and political events. The challenge in today’s uncertain geopolitical and economic environment is to learn and effectively practice international management. Past assumptions must always be tested and challenged, and best practices will continuously evolve in response to changing environmental and competitive conditions. Those with the knowledge and skills to apply the contents of this text on international management will be taking a huge step toward gaining a competitive advantage over those who do not have such a perspective. They will be in a strong position to gain a broad understanding and to take specific steps for implementation of effective managing across cultures. In the seventh edition of International Management, Luthans and Doh have taken care to retain the effective foundation gained from research and practice over the past decades. At the same time, they have fully incorporated important new and emerging developments that have changed what international managers are currently facing and likely to face in the coming years. Of special importance is that students of international management understand what will be expected of them from the range of stakeholders with whom they interact.

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INTERNATIONAL MANAGEMENT
Managing in a Diverse and Dynamic Global Environment, 2nd Edition
By Arvind V. Phatak, Temple University-Philadelphia, Rabi S. Bhagat, University of Memphis and Roger Kaslak, Loyola College of Maryland
2009 (December 2008) / 608 pages
ISBN: 9780073210575
ISBN: 9780071276085 [IE]
http://www.mhhe.com/phatak2e

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

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International Edition
INTERNATIONAL MANAGEMENT
Text and Cases, 5th Edition
By Christopher Bartlett, Harvard Business School, Samantra Ghoshal, London Business School and Julian Birkinshaw
2008 (November 2006) / 864 pages
ISBN: 9780073101729
ISBN: 9780071259156 [IE]
http://www.mhhe.com/bartlett5e

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

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International Edition
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Text and Cases, 5th Edition
By Paul W. Beamish and Allen J. Morrison of University of Western Ontario, Philip M. Rosenzweig, IMD and Andrew Inkpen, American Graduate School of International Management
2003 / 752 pages
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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
ISBN: 9780071181105 [IE]
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Section V Organization and Strategic Redirection

Business and Society

NEW
International Edition
BUSINESS AND SOCIETY
Stakeholders, Ethics, Public Policy, 13th Edition
By Anne Lawrence, San Jose State University, James Weber, Duquesne University and James Post, Boston University
2011 (February 2010) / 576 pages
ISBN: 9780078137150
ISBN: 9780071289368 [IE]
(Details unavailable at press time)

NEW
BUSINESS, GOVERNMENT AND SOCIETY
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By Anne Lawrence, James Weber and Raj Komaran
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2011 (June 2010) / 512 pages
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(Details unavailable at press time)

ANNUAL EDITIONS: BUSINESS ETHICS
22nd Edition
By John E Richardson, Pepperdine University-Los Angeles
2011 (February 2010) / 224 pages
ISBN: 9780073528618
http://www.mhhe.com/annualeditions

Ethics and Social Responsibility in Asia
By Gary Chan and George Shenoy
2010 (August 2009) / 592 pages
ISBN: 9780071270267

An Asian Publication
This book is the result of the collaboration of seven faculty members of the School of Law, Singapore Management University (SMU), who have been teaching Ethics and Social Responsibility as a core course at SMU for many years. Almost all the currently available books on the subject are of Western origin, with concepts and examples largely drawn from the West. They deal with some problems that are not relevant to Asian students and are based on laws that may not find counterparts in Asia. Conversely, some issues that are of concern in Asia are either not dealt with at all or not dealt with adequately. There is a pressing need to correct this imbalance since Asia is currently home to more than half of the world’s population and hosts several economic powerhouse countries. This book, while drawing upon the scholarship of the West, attempts to bridge the gap and stimulate thinking on ethics and social responsibility issues in a global perspective that Asians can relate to. The book incorporates a number of special pedagogical features: An outline of the learning objectives for each chapter, the use of open-ended questions to provoke further reflection and discussion, illustrations and case studies to highlight certain ethical concepts and their applications, and review questions in each chapter which help consolidate students’ understanding of the topics. Although conceived as a textbook for students taking the course Ethics and Social Responsibility at SMU, this book will be equally useful to students pursuing similar studies at other tertiary institutions and professional bodies, professionals in the fields of accounting, law and finance, as well as businessmen and members of the general public who wish to gain an insight into ethics and social responsibility.

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

NEW TO THIS EDITION
- New! Revised design and new illustrations help visual learners understand key theories and concepts and provide more applications.
- Life Skills Life Skills boxes apply ethical concepts to scenarios that might affect students in their professional and academic lives.
- Updated examples throughout to include events and firms that students are familiar with and to provide a more "real world" approach to learning and teaching business ethics. For example, Bernard Madoff and Ponzi schemes.
- Correlation Guide:
  This convenient guide matches the units in Annual Editions: Business Ethics 09/10 with the corresponding chapters in two of our best-selling McGraw-Hill Business Ethics textbooks by DesJardins and Ghillyer.
- Correlation Guide:
  www.mhhe.com/mhcp/CorrelationGuides/TS_Business_Ethics_and_Society_11e.pdf
  This convenient guide matches the issues in Taking Sides: Clashing Views in Business Ethics and Society, 11/e with the corresponding chapters in one of our best-selling McGraw-Hill Business Ethics textbooks by Ghillyer.

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MANAGEMENT

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ANNUAL EDITIONS: BUSINESS ETHICS 09/10
21st Edition
By John E Richardson, Pepperdine University-Los Angeles

2010 (February 2009) / 224 pages
ISBN: 9780073528557
McGraw-Hill Dushkin Title
http://www.mhcls.com/text-data/catalog/0073528552.mhtml

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

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2. Create a Culture of Trust
3. Business Ethics: Back to Basic
4. Building an Ethical Framework
5. Ethical Leadership

6. Truth or Consequences: The Organizational Importance of Honesty
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23. On Witnessing a Fraud
24. His Most Trusted Employee Was a Thief
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33. Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products
34. The New E-spyionage Threat, Brian Grow
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B. Ethical Practices in the Marketplace
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International Edition

AN INTRODUCTION TO BUSINESS ETHICS
3rd Edition
By Joseph DesJardins, College of Saint Benedict
2009 (April 2008) / 304 pages
ISBN: 9780073386584
ISBN: 9780071263399 [IE]

www.mhhe.com/desjardins3e

Since its inception An Introduction to Business Ethics, by Joseph Desjardins has been a cutting-edge resource for the business ethics course. Desjardin'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.

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International Edition

BUSINESS ETHICS
Decision-Making for Personal Integrity and Social Responsibility
By Laura Hartman, DePaul University and Joseph DesJardins, College of St Benedict
2008 (March 2007) / 512 pages
ISBN: 9780073136868
ISBN: 9780071264600 [IE]
http://www.mhhe.com/busethics

Hartman/DesJardins Busineins 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 curriculum, combined with DesJardines’ 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.

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1. Ethics and Business

International Edition

THE ETHICS OF MANAGEMENT
6th Edition
By La Rue Tone Hosmer, University of Michigan-Ann Arbor
2008 (October 2007) / 204 pages
ISBN: 9780073405032
ISBN: 9780071263566 [IE]
http://www.mhhe.com/hosmer6e

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

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Chapter 5: Why Should a Business Manager Be Moral?
Chapter 6: How Can A Business Organization Be Made Moral?

PERSONAL DEVELOPMENT AND MANAGEMENT SKILLS
By Chris Routledge and Jan Carmichael
2007 (November 2007) / 218 pages
ISBN: 9781843981480
McGraw-Hill UK Title

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International Edition

BUSINESS ETHICS
A Global and Managerial Perspective,
2nd Edition
By David J Fritzsche, Pennsylvania State University - Malvern
2005 / 240 pages
ISBN: 9780072496901 (Out of Print)
ISBN: 9780071249874 [IE]

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2. The Importance Of Ethics In Business
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Appendix A United States Bill Of Rights
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International Edition

PERSPECTIVES IN BUSINESS ETHICS
3rd Edition
By Laura Hartman, DePaul University
2005 / 816 pages
ISBN: 9780072881462
ISBN: 9780071238267 [IE]

CONTENTS
Part One: Ethical Theories and Approaches
1: Traditional Theories
2: Ethical Analysis and Application - Corporate and Personal Decision-Making
3: Corporate Ethical Leadership: Corporate Culture and Reputation Management
4: Ethics and Corporate Social Responsibility
Part Two: Ethics in The Business Disciplines
7: Ethics in Finance and Accountancy
8: Ethical Implications of Technology

Organization Development

International Edition

ORGANIZATION DEVELOPMENT AND TRANSFORMATION
Managing Effective Change, 6th Edition
By Wendell French and Cecil H Bell of University of Washington and Robert A Zawacki, University of Colorado-Boulder
2005 / 516 pages
ISBN: 9780072481679 (Out of Print)
ISBN: 9780071111266 [IE]

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Part VI Examples And Special Situations
34 Creating Successful Organization Change
35 Managing Organizational Transformations: Lessons From The Veterans Health Administration
Chapter 1, Introduction—Stories of Change, includes additional material on post-merger and staff reductions.

Chapter 3, Why Organizations Change, includes updated material on Mandated Pressures and Growth Pressures, as well as material on Geopolitical Pressures, Organizational Learning versus Threat-Rigidity and New Broom Pressures; updated material on Market Decline Pressures and Hypercompetition Pressures; There is a new section called Bridging (adapting) versus Buffering (shielding). New material has also been added to the Case Study.

Chapter 4, What Changes in Organizations, updated and added material on transformational change and downsizing. There is a new section called “Revisiting downsizing, technological change and mergers and acquisitions: how fast?”

Chapter 7 is now called Implementing Change: Organization Development, Appreciative Inquiry, and Sense-Making Approaches. There is a revised section on Engaging in Large-Scale Change. A new section called The Emergence of Positive Organizational Scholarship (POS) has also been added. There is also new material and a table called Appreciative Inquiry at Roadway Express.

Chapter 8, Implementing Change, includes new material to Change Management Approaches, OD—Change Management Debates and What Does Managing Change Mean from a Processual Approach.

Chapter 12 is now called Sustaining Change

References and footnotes have been updated in every chapter.

Complimentary desk copies are available for course adoption only.

To request for a review copy:
- contact your local McGraw-Hill Representatives
- fax the Examination Copy Request Form
- email to mghasia_sg@mcgraw-hill.com
- submit online at www.mheducation.asia
Leadership Communication is a text to guide current and potential leaders in developing the communication capabilities needed to be transformational leaders. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders. The Third Edition of Leadership Communication has been updated and changed specifically to emphasize transformational leadership, ethics, and integrity and to include guidance on the use of current social media.

NEW TO THIS EDITION

- Social media (blogging, Twitter, Facebook) and other technology, such as electronic presentations, shared workspaces, research management (Zotero) are included throughout the text with exercises calling on the students to use these new media.
- Chapter 1 ("What is Leadership Communication?") now includes more coverage of ethics, leadership, and transformational leaders.
- Emotional intelligence and cross-cultural leadership communication are now presented in separate chapters to provide additional coverage on both topics. Chapter 7 ("Developing Emotional Intelligence") now includes sections on motivation and networking (including networking tools such as Facebook and LinkedIn)
- Chapter 6 ("Graphics and PowerPoint with a Leadership Edge") has been updated to include instruction for creating graphics for Web presentations. (Full color versions of the presentations are available on the Online Learning Center at www.mhhe.com/barrett3e.)

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

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• Diagnosing Performance Problems in Individuals, Groups and Organizations
• Team Building at the Top

International Edition

THE ART OF LEADERSHIP
3rd Edition
By George Manning and Kent Curtis of Northern Kentucky University
2009 (September 2008) / 432 pages
ISBN: 9780073381350
ISBN: 9780071276283 [IE]
www.mhhe.com/manning3e

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

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LEADING CORPORATE CITIZENS
Vision, Values, Value Added, 3rd Edition
By Sandra Waddock, Boston College
2009 (November 2008) / 408 pages
ISBN: 9780073381527
http://www.mhhe.com/waddock3e

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

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Part 3. Leading Corporate Citizens and Their Stakeholders
Chapter 6. Stakeholders: The Relationship Key
Chapter 7. Managing Responsibility and Corporate Citizenship
Chapter 8. Investment and Assessment for Corporate Citizenship
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Part 4. Leading Corporate Citizens in the Future
Chapter 10. Global Standards/Global Village
Chapter 11. Values Added: Global Futures
Chapter 12. Leading Global Futures: The Emerging Paradigm of Leading Corporate Citizenship
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 in to 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.

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Chapter 3 Leaders and the Role of Personal Traits
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Chapter 13 Charismatic Leadership
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Epilogue –Does Leader Imposed Leadership Really Make a Difference?
APPENDIX A Reading the Scientific Literature: A Tutorial
APPENDIX B Beyond the Theory and Empiricism and Into the Practice of Leadership

I BELIEVE I CAN FLY
The Story of Xinmin
By Koh William
2002 (November 2002)
ISBN: 9780071230063
An Asian Publication

CONTENTS
Foreword
Preface
Chapter 1: Introduction and a Brief History of Xinmin
Chapter 4: The New Xinmin and a Short Prognosis

Negotiation is a critical skill needed for effective management. Negotiation 6/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.

NEW TO THIS EDITION
- Updated boxes and examples throughout the text provide students with real-life perspectives on negotiation dynamics.
- All chapters have been revised to reflect the latest research findings and scholarly work in negotiation and conflict management.
- New design with enhanced exhibits and graphics!
NEW

NEGOTIATION
Readings, Exercises and Cases, 6th Edition
By Roy Lewicki, Ohio State University, Bruce Barry, Vanderbilt University—Nashville and David Saunders, University of Calgary

2010 (December 2009) / 728 pages
ISBN: 9780073530314
ISBN: 9780071267748 [IE]

Negotiation is a critical skill needed for effective management. Negotiation: Readings, Exercises, and Cases 6e takes an experiential approach and explores the major concepts and theories of the psychology of bargaining and negotiation and the dynamics of interpersonal and inter-group conflict and its resolution. It is relevant to a broad spectrum of management students, not only human resource management or industrial relations candidates. The Readings portion of the book is ordered into seven sections: (1) Negotiation Fundamentals, (2) Negotiation Subprocesses, (3) Negotiation Contexts, (4) Individual Differences, (5) Negotiation across Cultures, (6) Resolving Differences, and (7) Summary. The next section of the book presents a collection of role-play exercises, cases, and self-assessment questionnaires that can be used to teach negotiation processes and subprocesses.

NEW TO THIS EDITION

The content of this edition is substantially new. Nearly half of the readings are new to this edition, and there are approximately ten new exercises and cases. Almost all exercises and cases have been revised and updated.
It provides valuable insights that will deepen negotiators' understanding of the successes and failures in cross-cultural negotiations. Further, it offers practical negotiation tips (the do's and don'ts) for cross-cultural negotiations by examining the negotiations of U.S. multinational companies in three major economies in Asia: China, Japan, and India. This book presents an incisive analysis of cross-border negotiations by taking a completely different approach in the analysis of cross-border negotiations as well as strengthening negotiators' capability to deal with major issues in cross-cultural negotiations.

This book is about strategic negotiation across cultures. It is written for negotiators and students of negotiation who seek to understand the principles and processes of cross-cultural negotiation and develop effective strategies for negotiating in different cultures. This book takes a completely different approach in the analysis of cross-border negotiations by examining the negotiations of U.S. multinational companies in three major economies in Asia: China, Japan, and India. Using a case study approach, the book presents an incisive analysis of the successes and failures in cross-cultural negotiations. Further, it provides valuable insights that will deepen negotiators' understanding of cross-cultural negotiations as well as strengthen negotiators' capability to deal with major issues in cross-cultural negotiations.

This book is designed to:

- present the strategies, techniques and dynamics of the negotiation process,
- elaborate on key cultural values and norms in China, Japan and India,
- draw key lessons on negotiating strategies in various cultures from detailed case studies,
- marry cross-cultural research framework and research findings with practitioners' negotiating experience,
- present a F.R.A.M.E. approach for cross-cultural analysis of negotiations with the Chinese, Japanese and Indians, and
- offer practical negotiation tips (the do's and don'ts) for cross-cultural negotiation.

This convenient guide matches the units in Annual Editions: Entrepreneurship, 6/e with the corresponding chapters in two of our best-selling McGraw-Hill Business textbooks by Katz/Green and Hisrich et al. This book is designed to:

- present the strategies, techniques and dynamics of the negotiation process,
- elaborate on key cultural values and norms in China, Japan and India,
- draw key lessons on negotiating strategies in various cultures from detailed case studies,
- marry cross-cultural research framework and research findings with practitioners' negotiating experience,
- present a F.R.A.M.E. approach for cross-cultural analysis of negotiations with the Chinese, Japanese and Indians, and
- offer practical negotiation tips (the do's and don'ts) for cross-cultural negotiation.

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- draw key lessons on negotiating strategies in various cultures from detailed case studies,
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- present a F.R.A.M.E. approach for cross-cultural analysis of negotiations with the Chinese, Japanese and Indians, and
- offer practical negotiation tips (the do's and don'ts) for cross-cultural negotiation.
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Video Cases
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End Notes
Photo Credits
Indexes

International Edition

Small Business Management
An Entrepreneur's Guidebook, 6th Edition
By Mary Jane Byrd and Leon C Megginson of University of Mobile
2009 (September 2008) / 544 pages
ISBN: 9780073405070
ISBN: 9780071263689 [IE]
http://www.mhhe.com/megginson6e

Operating any business is complex and challenging, but it provides interesting, creative, and rewarding experiences. Small Business Management, Sixth Edition, takes a practical and down-to-earth approach to planning, organizing, and running a small business. While employing current research and theory, Small Business Management takes a pragmatic “how-to” perspective illustrating many practical examples and applications from the business world. It explains how to achieve optimum benefits from the limited resources available to small firms, as well as how to plan for growth and succession in a business. It also explores arguments both for and against owning a small business. The enhancements to this edition serve to strengthen and reinforce without minimizing or losing the original qualities and usefulness of the textbook. The business plan remains a very important building block for this edition in both examples and format.

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PART I The Dynamic Role of Small Business
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Chapter 3 Forms of Ownership of Small Businesses
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Chapter 6 Planning, Organizing, and Managing a Small Business

Chapter 7 How to Obtain the Right Financing for Your Business

PART III How To Market Goods and Services
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Chapter 9 Promoting and Distributing

PART IV How To Organize, Manage and Operate the Business
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Chapter 16 Using Computer Technology in Small Businesses
Chapter 17 Risk Management, Insurance, and Crime Prevention

Workbook for Developing a Successful Business Plan

Entrepreneurship

Entrepreneurship: A Small Business Approach takes a hands-on, problem-based learning approach that works through real problems faced by entrepreneurs and small business owners. Using real-world scenarios and exercises throughout it puts the student in the roles of financial analyst, marketer, and business owner in order to find solutions. With a solid emphasis on research and the most current environmental conditions in small businesses, and the authors’ backgrounds in strategy, this text provides a solid foundation in entrepreneurship and small business.

Features

- Focus and examples- Examples and photos that emphasize small and medium-sized businesses. Real-world examples throughout that enhance student comprehension of the business world. Students will relate concepts, techniques, and learn to apply the concepts to entrepreneurial initiatives.
- Philo Asian Grille Ongoing Case- running case in each chapter that follows a small business. The case outlines problems and solutions and highlights core concepts within a real world setting. Case questions provide a critical, reflective opportunity for the student.
- Rodriguez Family Auto Repair Shop Ongoing Case—this running
Entrepreneurial Small Business (ESB) provides students with a clear vision of small business as it really is today. It focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is personal independence with financial security; not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to Amazon.com and the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students might actually plan to start.

NEW TO THIS EDITION

- Case Study: Thinking Critically--real world cases look at an existing small business and apply chapter concepts to daily challenges faced by business owners.
- Ethical Challenges Box--highlights ethical dilemmas for discussion associated with chapter topics.
- Case Study: Thinking Critically Cases--real world cases look at an existing small business and apply chapter concepts to daily challenges faced by business owners.
- Ethical Challenges Box--highlights ethical dilemmas for discussion associated with chapter topics.

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Cases
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Two new cases have been added (Amy’s Bread and Jim Boothe, Inventor), and all of the cases have been moved from end-of-parts to end-of-book, giving the instructor more flexibility in assigning them.

Chapter 4 includes new coverage on trends (Green, Clean Energy, Organic Orientation, Economy, Social Entrepreneurship, Health, and Web)

New material on Information Sources has been added to Chapter 5, including General Information, Industry and Market Information, Competitive Company and Product Information, Government Sources, Search Engines, Trade Associations, Trade Publications.

Chapter 5 includes a new section on Entrepreneurial Entry Strategies, including exporting, nonequity arrangements, and direct foreign investments.

The final chapter, “Succession Planning and Strategies for Harvesting and Ending the Venture,” has been expanded to incorporate new material on exit strategy, succession of business, transfer to family members, transfer to nonfamily members, options for selling the business, direct sale, employee stock option plan, and management buyout.

Correlation Guide:
www.mhhe.com/mhcp/CorrelationGuides/AE_Entrepreneurship_6e.pdf

This convenient guide matches the units in Annual Editions: Entrepreneurship, 6/e with the corresponding chapters in two of our best-selling McGraw-Hill Business textbooks by Katz/Green and Hisrich et al.

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Part IV: From the Business Plan to Funding the Venture
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12. Informal Risk Capital, Venture Capital, and Going Public

Part V: From Funding the Venture to Launching, Growing and Ending the Venture
13. Strategies for Growth and Managing the Implication of Growth
14. Accessing Resources for Growth from External Sources
15. Succession Planning and Strategies for Harvesting and Ending the Venture

Part VI: Cases
New Venture Creation: Entrepreneurship for the 21st Century is about the actual process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. It continues to be the product of experience and considerable research in the field—rooted in real-world application and refined in the classroom. The design and flow of the book are aimed at creating knowledge, skills, and awareness. In a pragmatic way—through text, case studies and hands-on exercises—students are drawn in to discover critical aspects of entrepreneurship, and what levels of competencies, know-how, experience, attitudes, resources and networks are required to pursue different entrepreneurial opportunities. The Eighth edition includes new cases and exercises, updated Web sites, and new text material to capture the current financial, economic, technological, and globally competitive environment of this first decade of the new century.

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NEW BUSINESS VENTURES AND THE ENTREPRENEUR
6th Edition
2007 (June 2006) / 648 pages
ISBN: 9780073404974
ISBN: 9780071258128 [IE]
http://www.mhhe.com/roberts6e

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Chapter 11 Managing the Growing Venture

Entrepreneurship - Supplements

NEW BUSINESS MENTOR 2007
7th Edition
By FastTrac
2007 (April 2006)
ISBN: 9780073102832 (CD) - Out of Print
ISBN: 9780071264914 [IE - CD]

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
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- 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.
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- 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.

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ESSENTIALS OF STRATEGIC MANAGEMENT
The Quest for Competitive Advantage
2nd Edition
By John E Gamble, University of South Alabama-Mobile and Arthur A Thompson, University of Alabama-Tuscaloosa
2011 (January 2010) / 480 pages
ISBN: 9780078137143
ISBN: 9780071220811 [IE]
http://www.mhhe.com/gamble2e
(Details unavailable at press time)

MANAGEMENT STRATEGY
Achieving Sustained Competitive Advantage, 2nd Edition
By Alfred Marcus
2011 (January 2010) / 216 pages
ISBN: 9780078137129
ISBN: 9780071289412 [IE]
(Details unavailable at press time)

STRATEGIC MANAGEMENT
Creating Competitive Advantages
5th Edition
By Gregory G Dess, University of Texas at Dallas. GT (Tom) Lumpkin, Syracuse University and Alan Eisner, Pace University
2010 (September 2009) / 576 pages
ISBN: 9780077246266
http://www.mhhe.com/dess5e
Strategic Management: Creating Competitive Advantages, Fifth Edition, by the prestigious authors Dess/Lumpkin/Eisner provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such as digital & internet strategies, innovation & corporate entrepreneurship, knowledge management, and intellectual assets. The text is rounded off by rich, relevant, and teachable cases. This text's accessible writing style and wealth 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 – All of the 12 opening Learning from Mistakes are totally new for this edition. Unique to this text, these vignettes are all examples of what can go wrong, and they serve as an excellent vehicle for clarifying and reinforcing strategy concepts. E.g. Chapter 2: Motorola’s failure in the Chinese mobile phone market by inaccurately reading customer tastes and needs.
- New Exhibits – A total of 14 more exhibits have been added in the text. This, along with the two four-color pictures in each chapter (a feature that was added with the fourth edition), aids learning and improves visual appeal. To further enhance readability and impact, the authors have worked hard to write short paragraphs and provide many indented examples throughout the book.
- “Crowdsourcing” is new theme throughout the book. It originated with the open source movement, a community of developers working together to create alternatives to Microsoft’s products. However, it has expanded in recent years to include many approaches in which a wide range of businesses are enlisting the masses to solve problems, suggest new products, provide feedback, and enhance demand for products and services. After introducing this theme in Chapter 1, seven “Strategy Spotlights” are provided in which firms are effectively using this innovative process. E.g. Chapter 3 mentions how Cook-shack, a small producer of ovens for barbecue and smoked foods, used crowdsourcing to, in effect, turn its customers into its customer service department.
- The Discussion of Environmental Sustainability has been extended throughout the text. Given the salience of environmental sustainability in today’s global economy, the Fifth Edition discusses this issue throughout the text—including eight “Strategy Spotlights”. For example, Chapter 8 explains how “eco-entrepreneurs” have recycled milk jugs, tires, and jars to create playground equipment, garage flooring, and glass awards, respectively. To provide some “balance” on this topic, the text also discusses how some energy companies have been accused of “greenwashing” (that is, making unsubstantiated claims about how environmentally friendly a firm’s products are) in their sustainability programs.
- 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 “crowdsourcing” (Ch. 1 & throughout) and the world-wide financial crisis intensified (Ch. 1), recent insights regarding effective use of the five-forces model of industry profitability (Ch. 2), businesses’ use of blogs and social networking sites to enhance or erode their reputation (Ch. 3), why old technologies don’t simply “fade away” (Ch. 5), how antitakeover measures may benefit stakeholders other than management (Ch.
Chapter 13 Analyzing Strategic Management Cases

Chapter 12 Managing Innovation and Fostering Corporate Entrepreneurship

Chapter 11 Strategic Leadership: Creating a Learning Organization

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NEW CASES

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Updated Case Lineup – This edition provides 9 new cases and the remaining have been updated as appropriate to “maximize freshness” and minimize instructor preparation time. In the Fifth Edition, there are 26 author-written cases. Many of the favorite cases from the Fourth Edition have been updated such as Southwest Airlines, JetBlue Airways, World Wrestling Entertainment, Ann Taylor, Apple, eBay in Asia, Nintendo, and many others to further engage students. New cases for this edition include well known companies such as: Jamba Juice, Geely Automotive, Lenovo, Build-A-Bear Workshop, Mattel, and Weight Watchers.

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- The Best-Laid Incentive Plans
- Growing for Broke
- Crown Cork and Seal in 1989
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- Enron: On the Side of the Angels
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- World Wrestling Entertainment
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- JetBlue Airlines: Will It Remain “Blue”?
- Southwest Airlines: Does “LUV” Last?
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- eBay: Expanding into Asia
- Ann Taylor: Survival in Specialty Retail
- FreshDirect: Delivering the Goods?

GAME EMBEDDED STRATEGY
Signalling and Management Type
By Patrick A McNutt
2010 (February 2010) / 100 pages
ISBN: 9780071288927
An Asian Publication

The purpose of this short book is to provide a framework for analyzing business strategy. The principal focus is on the signalling of management type in the market. It is not a book on game theory per se nor is it a book on the microeconomics of firm behaviour; it is a booklet on strategy that draws upon basic arguments in both game theory and the economics of strategy and distills those arguments into a cohesive setting called Framework Tn = 3. Using case materials and real time examples the emphasis is on management type, technology and time - the three supporting pillars of game embedded strategy, GEMS. Interdependence has become a key parameter in determining a company’s market share and profitability today. A key feature of a market is that it evolves over time as a market system and that it involves both anonymous and known competitors, opponents with future interaction. Game embedded strategy depends upon the game and the context in which the game is played. The context in which the game is played depends on technology and innovation in a product or service market; the context also depends on management type and the preferences that guide their action. Their action is a signal and their behaviour is observed and captured by a critical time line. In Framework Tn = 3 observed learning is important in the sense that management observe the actions as signals, but rather than update any prior beliefs about the action, management account for the signal and think that the competitor is likely to act if they want the competitor to act and think that the competitor is less likely to react if their action signals ambiguity that they will act, having being observed in the past as keeping to type.
new section on strategic leadership in Ch. 2, and new coverage of
corporate and environmental sustainability in Ch. 9.
- New Assurance of Learning Exercises at the end of every chapter will help instructors to measure student comprehension of the chapter content.
- New Exercises for Simulation Participants at the end of every chapter tightly connect the topics covered in the chapters to the issues and decisions that students have to wrestle with in managing their simulation company.
- Extensive Case Update: The case collection in the 17th edition is truly top-notch from the standpoint of student appeal, being militantly teachable, and suitability for drilling students in the use of the concepts and analytical treatments in Chapters 1 through 12. The 26 cases included in this edition, 22 are brand new or extensively revised, are the very latest, the best, and the most on-target that the authors could find. The ample information about the cases in the Instructor’s Manual makes it effortless to select a set of cases each term that will capture the interest of students from start to finish.
- Unparalleled Case Lineup: The case lineup provided with this text is unmatched in its diversity, timeliness, and selection of thoughtfully-crafted cases.
- Diversity in the length of cases: Close to a fifth are under 15 pages, yet offer plenty for students to chew on; about a fourth are medium-length cases; and the remainder are detail-rich cases that call for more sweeping analysis.
- Diversity in selection of Company Size/Industry/Origin: 3 cases are dealing with the strategic problems of family-owned or relatively small entrepreneurial businesses. 22 cases involving public companies about which students can do further research on the Internet. Scattered throughout the lineup are 9 cases concerning non-U.S. companies, globally competitive industries, and/or cross-cultural situations; these cases, in conjunction with the globalized content of the text chapters, provide abundant material for linking the study of strategic management tightly to the ongoing globalization of the world economy.
- Companies with quick technology developments: At least 11 cases will provide students with insight into the special demands of competing in industry environments where technological developments are an everyday event, product life cycles are short, and competitive maneuvering among rivals comes fast and furious.
- The lineup includes over 18 cases where company resources and competitive capabilities play as large a role in the strategy-making, strategy-executing scheme of things as industry and competitive conditions.
- Author written cases: 15 of the 26 cases have been crafted by Art Thompson and/or John Gamble.
- Expanded Video Support: The video DVD supporting this text will include approximately 25 clips supporting both the concepts and the case portion of this text.

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25. E. & J. Gallo
26. Detecting Unethical Practices at Supplier Factories: The Monitoring and Remediation Challenges
Thompson, Strickland and Gambles'. CRAFTING AND EXECUTING STRATEGY, 17e presents the latest research findings from the literature and cutting-edge strategic practices of companies have been incorporated to keep step with both theory and practice. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. An attractive collection of 20 readings that amplify important topics in managing a company’s strategy-making, strategy-executing process is included in this Text and Readings version to provide students with a taste of the literature of strategic management before tackling cases or simulation projects.

NEW TO THIS EDITION

- New tighter 12 Chapter Concept presentation: The content of the prior edition Ch. 8 (Tailoring Strategy to Fit Specific Industry and Company Situations) has been condensed and combined with the concepts in chapter 6 now entitled “Supplementing the Chosen Competitive Strategy: Other Important Strategy Choices” to provide students with a more streamlined presentation of materials.
- Current Research and Up-To-Date Findings: The new edition presents the latest research findings and thoroughly updated examples pertinent to a first course in strategy. New materials include a new section on strategic leadership in Ch. 2, and new coverage of corporate and environmental sustainability in Ch. 9.
- New Assurance of Learning Exercises at the end of every chapter will help instructors to measure student comprehension of the chapter content.
- New Exercises for Simulation Participants at the end of every chapter tightly connect the topics covered in the chapters to the issues and decisions that students have to wrestle with in managing their simulation company.
- Expanded Video Support: The video DVD supporting this text will include approximately 25 clips supporting both the concepts and the case portion of this text.
- Updated Selection of Readings: In selecting a set of readings to accompany the chapter presentations, the authors opted for articles that (1) had been recently published (most appeared in the 2006-2008 period), (2) extended the chapter coverage and expanded on a topic of strategic importance, and (3) were both quite readable and relatively short. The 20 readings were chosen from recent issues of the Business Strategy Review, Strategy & Leadership, Harvard Business Review, MIT Sloan Management Review, Business Ethics Quarterly, Journal of Business Strategy, European Management Journal, Ivey Business Journal, and The TQM Magazine.

1. Can You Say What Your Strategy Is?
2. Enabling Bold Visions
3. Location, Location: The Geography of Industry Clusters
4. Identifying Valuable Resources
5. The Battle of the Value Chains: New Specialized versus Old Hybrids
7. Hitting Back: Strategic Responses to Low-Cost Rivals
8. Limited Potential Niche or Prospective Market Foothold? Five Tests
9. Value Innovation: A Leap into the Blue Ocean
10. Racing to Be 2nd: Conquering the Industries of the Future
11. Globalization Is an Option, Not an Imperative. Or, Why the World Is Not Flat
12. The Challenge for Multinational Corporations in China: Think Local, Act Global
13. How to Win in Emerging Markets
14. Why Is Synergy So Difficult in Mergers of Related Businesses?
15. Corporate Social Responsibility: Why Good People Behave Badly in Organizations
16. Competing Responsibly
17. The Secrets to Successful Strategy Execution
18. Some Pros and Cons of Six Sigma: An Academic Perspective
19. Linking Goals to Monetary Incentives
20. The Seven Habits of Spectacularly Unsuccessful Executives
New Edition

MANAGEMENT STRATEGIES AND SKILLS
By Judith Dwyer and Nicole Hopwood

2009 (October 2009)
ISBN: 9780070277670
McGraw-Hill Australia Title

www.mhhe.com/au/dwyer

The first edition of Management Strategies and Skills covers the Frontline Management & Business Management qualifications as taught in the new Business Services Training Package BSB07. Written in a clear and structured format, the text includes a review questions section which covers the relevant learning objectives, a skills checklist at the end of each chapter and useful weblinks. In addition, key terms are accompanied with margin definitions, illustrations and tables. It also comes with both instructor and student supplements, featuring PowerPoint, TestBanks and an Instructors Resource Manual. Management Strategies and Skills is the first of its kind in the market and caters to those studying VET as well as university students wishing to further enhance their learning.

FEATURES
- End of chapter summary that links to numbered learning objectives
- Contains ‘Apply your knowledge’ review questions at the end of each section within the chapter
- Chapter outlines, learning objectives and big picture overviews throughout each chapter, along with key terms in margin notes

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2. Managerial Communication and Interpersonal Skills
3. Managing Personal Work Priorities and Professional Development
Part 3 Management of People
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7. Manage for Team Effectiveness
Part 4 Management of Operations
8. Develop, Manage and Implement Operational Plans
9. Manage and Monitor Customer Service Against Standards
10. Manage Change
11. Manage Quality and Continual Improvement
12. Problem Solving and Decision Making
Part 5 Management of the Organisation
13. The Power of Leadership
14. Significance of Strategic Management
15. Human Resource Management,
16. Staff Recruitment, Selection, Induction and Termination
17. Manage and Promote a Safe and Healthy Workplace
18. Managing Knowledge and Team Development in a Learning Organisation
Part 6 Management in the International Setting
19. Management in a Globalised Environment

International Edition

ESSENTIALS OF STRATEGIC MANAGEMENT
The Quest for Competitive Advantage
By John E Gamble, University of South Alabama-Mobile and Arthur A Thompson, Jr, University of Alabama-Tuscaloosa
2009 (April 2008) / 480 pages
ISBN: 9780073530307
ISBN: 9780071288910 [IE]

www.mhhe.com/gamble

Essentials of Strategic Management responds head-on to the growing requests by business faculty for a concise, theory-driven strategic management concepts and cases text. This first edition text was written with four objectives in mind: 1) Although relatively brief in length, the text would provide students with an up-to-date and thorough understanding of essential strategic management concepts and analytic tools; 2) The text would simplify the task of demonstrating student learning through course embedded assessment; 3) Like our works preceding this text, it would include especially well-written cases involving headline strategic issues; and lastly, 4) The text could serve as the theoretical foundation of a teaching approach incorporating a business strategy simulation.

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Chapter 4: Industry and Competitive Analysis
Chapter 5: Analyzing a Company’s Competitive Strength and Cost Structure
PART III: EXECUTING THE STRATEGY
Chapter 6: Superior Strategy Execution: Another Path to Competitive Advantage
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PART V: CASES IN STRATEGIC MANAGEMENT
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4. Blue Nile, Inc.—World’s Largest Online Diamond Retailer
5. Panera Bread Company
6. Coach Inc.: Is Its Advantage in Luxury Handbags Sustainable?
7. Nucor Corporation—Competing Against Low Cost Foreign Imports
8. Competition in Video Game Consoles
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14. Sara Lee Corp.: Retrenching to a Narrower Business Base

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organized by the instructor and learned by the student. Strategic management which in turn makes the material more easily organized by the instructor and learned by the student. Pearce and Robinson continue to use a unique pedagogical model they created to provide logic and structure to its treatment of strategic management cases. Pearce and Robinson have retained high level of academic credibility in the field are evident throughout STRATEGIC MANAGEMENT, 11e.

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout STRATEGIC MANAGEMENT, 11e. contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout STRATEGIC MANAGEMENT, 11e. Pearce and Robinson have retained high level of academic credibility and market-leading emphasis on strategic practice with this edition. This text continues to have strong support from longtime adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. The 11th edition will once again include numerous 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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FORMULATION, IMPLEMENTATION AND CONTROL OF COMPETITIVE STRATEGY

11th Edition
By John Pearce, Villanova University
2009 (March 2008) / 384 pages
ISBN: 9780073381367

International Edition

By Dave Ketchen, Auburn University and Alan Eisner, Pace University
2009 (February 2008) / 336 pages
ISBN: 9780073381282 (Out of Print)
ISBN: 9780071285568 [IE]

International Edition

http://www.mhhe.com/peacel11e

International Edition

http://www.mhhe.com/ketchen

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2. Saving Starbucks’s Soul
3. Facebook Faces Up

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Case 8 Claire’s Stores: Competing Betwixt and Between
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15 Mittal and Son
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41 Provide Commerce: The Organic Perishable Goods Industry
42 Regal Entertainment Group: The Movie Theater Segment
43 Ruth’s Chris: The High Stakes of International Expansion
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45 The Apollo Group
46 Tiffany & Company Jewelry Retailers: The Luxury Goods Industry
47 Time for Kids Magazine: The Magazine Publishing Industry
48 Tivo
49 Warner Music Group: Recorded Music
50 Whole Foods Market 2007

International Edition

MODERN COMPETITIVE STRATEGY
3rd Edition
By Gordon Walker, Southern Methodist University
2009 (December 2008) / 352 pages
ISBN: 9780073381381
ISBN: 9780071276337 [IE]
http://www.mhhe.com/walker3e

Modern Competitive Strategy, 3e, by Gordon Walker, provides a concise, rigorous, and broad synthesis of the theory and empirics of the strategy field. The approach is eclectic, reflecting the diversity of the discipline, drawing on studies in industrial and institutional economics, economic and organizational sociology, mainstream strategy, and finance and marketing when appropriate. Both single business and corporate-level organizations are covered. Ideal for current and budding managers, many short cases, company examples, and practical tools are used to illustrate the concepts. The material is appropriate for either a full semester course or a single module in MBA programs, advanced undergraduate courses, EMBA and executive education classes.

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12. Corporate Governance

International Edition

STRATEGY
By Arthur A Jr Thompson, University of Alabama - Tuscaloosa, John E Gamble, University of South Alabama - Mobile and A J Strickland III, University of Alabama - Tuscaloosa
2006 / 520 pages
ISBN: 9780072999464
ISBN: 9780071119627 [IE with OLC and Premium Card]

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Chapter 3, Analyzing a company’s resources and competitive position
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STRATEGIC ANALYSIS
A Guide to Practice
By Robert Waldersee and Stephane Tywoniak
2007 (March 2007)
ISBN: 9780070131569
McGraw-Hill Australia Title
www.mhhe.com/au/waldersee

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17. Formulating business strategy using gap analysis
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21. Managing strategic change
22. Conclusion

BUSINESS STRATEGY GAME ONLINE
International Edition
BUSINESS STRATEGY GAME ONLINE
By Jr Arthur Thompson, University of Alabama—Tuscaloosa
2005
ISBN: 9780071245074 [IE- BSG - For Adoption Only]

BSG-Online has been expressly designed for today’s courses in strategic management or business strategy at the senior/MBA levels. It makes a perfect accompaniment for any of the texts in the field or for an instructor’s own customized package of course materials. We believe a simulation exercise is the single most powerful pedagogical device for hammering home the core concepts and analytical techniques that comprise the discipline of business and competitive strategy. The Business Strategy Game has appeal from several perspectives:

- It is designed to give students practice in utilizing the core concepts and analytical tools that are the foundation of courses in strategic management. BSG-Online tightly connects to the material in all the leading strategy texts—you’ll have repeated opportunity to link what is happening in BSG-Online to your lectures and to the teaching points that you want to emphasize in assigned cases.

- Competing companies have a wide degree of strategic latitude—there’s ample room to put most any strategy into play: low-cost leadership, differentiation, best-cost, focused low-cost, focused differentiation, global strategies (mostly uniform worldwide) or “multi-regional” strategies (staking out a market position tailored to competitive conditions in a particular geographic region). BSG-Online is strategy neutral—most any strategy is capable of producing good financial results, provided it is not “defeated” by the better-executed strategies of competitors or undermined by too many 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.

- There are three product segments—branded footwear sales to footwear retailers, online sales at the company’s Web site, and producing private-label footwear for large footwear retail chains.

- There are four geographic market segments—Europe-Africa, North America, Asia-Pacific, and Latin America.

- There is a built-in three-year Strategic Plan feature, which students can use to plot strategy for longer than 1-year at a time and which instructors (if they so desire) can require that students complete as a regular part of the exercise.

- 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.

International Edition

GLO-BUS
An Online Business Simulation
By Arthur A Jr Thompson and Gregory J Stupenbeck of University of Alabama – Tuscaloosa
2004 / 64 pages
- For Adoption only

GLO-BUS has been expressly designed for today’s courses in strategic management, business strategy, and international business at both 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. Competition-based business simulations are powerful “learn-by-doing” exercises for giving students hands-on practice in applying core concepts and analytical techniques and in crafting successful strategies.

What makes GLO-BUS appealing?

- It delivers a genuine capstone experience. The simulation is rich in terms of market setting, the authenticity with which it parallels the real-world digital camera market, and its ability to integrate material from prior core courses in business.
- It mirrors the increasingly global nature of today’s competitive markets.
- There are two product segments (entry-level and multi-featured digital cameras) and there are four geographic market segments—Europe-Africa, North America, Asia-Pacific, and Latin America. Companies contend for leadership in one or more of the 8 market segments.
- Companies start the simulation on equal global and financial footing but have different beginning market shares in different geographic regions. This introduces a powerful competitive dynamic that sets GLO-BUS apart from other business simulations.
- GLO-BUS is “country and region neutral” so that students in Europe or Latin America or Hong Kong or Australia or South Africa do not see themselves as playing a United States simulation or managing a US-based company. GLO-BUS is just as appropriate for courses taught in Switzerland or Great Britain or Mexico or Singapore or South Africa or Australia or Brazil as in the United States.
- Competing companies have a wide degree of strategic latitude. Most any strategy is capable of delivering good results, provided it is not “defeated” by even better strategies of competitors or undermined by too many copycat strategies.
- Instructors can choose any of three GLO-BUS versions for their course—GLO-BUS Basic (about 1½ hours per decision round), GLO-BUS Plus (about 1¾ hours per decision round), and GLO-BUS Total (about 2½ hours per decision round). Instructors can have students play anywhere from 4 to 10 rounds, with either 1 or 2 practice rounds.
- The quarterly decision update option of GLO-BUS Total introduces a “real-time” element into the exercise, since company co-managers are able to act and react from quarter-to-quarter and then make more sweeping changes annually.
- GLO-BUS is positioned squarely in the middle of competing simulations from a complexity standpoint—it’s definitely easier for students than the market-leading Business Strategy Game (played by over 300,000 students), yet more challenging and substantive than the other online simulation.

THE BUSINESS ENVIRONMENT
6th Edition
By Adrian Palmer and Bob Hartley
2009 (December 2008) / 560 pages
ISBN: 9780077119720
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbook/palmer

The Business Environment offers a comprehensive introduction to the factors at work in today’s business environment, both within the organizations and in the wider environment in which businesses operate. It includes chapters on: political environment, social and demographic environment, organizational objectives, types of organization, the competitive environment and the international environment. Plus, reflecting the continuing evolution of the business environment, this book includes new and up to date coverage of:

- Business ethics
- Cultural identity
- The emerging economic power of China and India
- Data privacy
- Climate change

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Chapter 13: The National Economic Environment
Chapter 14: The International Business Environment
Part Five: Bringing it Together: Environmental Analysis
Chapter 15: The Dynamic Business Environment
Case Studies
**BUSINESS ENVIRONMENT**

*2nd Edition*

*By John Kew and John Stredwick of Luton Business School*

2008 (May 2008) / 424 pages

ISBN: 9781843982043

McGraw-Hill UK CIPD Title

Business Environment is ideal for students taking modules in the Business Environment or Business Context areas of an HR or business degree programme. It is written to cater for both undergraduate and postgraduate level modules as well as for students taking the new CIPD Leadership and Management module 'Managing in a Strategic Business Context'. Presented and written in an easy-to-use format, for students with little or no prior knowledge of the subject area, the text enables students to gain key knowledge of the environmental influences - economic, social and legal - that are essential in developing an understanding of business strategy at every level.

**Contents**

Organisations and their Environment
The Competitive Environment
The World Economy
Government Policy
Regulation
Demography
Social Trends
Technology
Ethics, Social Responsibility and Sustainability
Strategic Management
Integrative Case Study

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**Employee Benefits**

*International Edition*

**EMPLOYEE BENEFITS**

*3rd Edition*

*By Joseph Martocchio, University of Illinois-Champaign*

2008 (November 2007) / 384 pages

ISBN: 9780071263665 [IE]

http://mhhe.com/martocchio3e

Joseph Martocchio’s Employee Benefits: A Primer for Human Resource Professionals was written to promote a fuller understanding of employee benefits programs among students enrolled in college-level compensation and benefits course. It’s relevant to students who plan to be general managers, who deal with a variety of human resource issues in their day-to-day jobs, as well as to those who expect to be human resource practitioners. The real-world focus of Martocchio’s text is evident on every page, as he seeks to balance current academic thought with brief examples of contemporary benefits practices in business. Martocchio’s Employee Benefits is forward-thinking and seeks to bring the topic into the mainstream of compensation understanding. The Third Edition continues to be concisely written, highlighting key issues in order to provide the reader with a solid foundation for discussing benefits issues with employee benefits professionals. As practices and laws affecting benefits change frequently, Martocchio stays on the cusp of recent developments, capturing all recent changes with his Third Edition.

**Contents**

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PART 3: SERVICES
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**EMPLOYEE BENEFITS**

*4th Edition*

*By Joseph Martocchio, University of Illinois-Champaign*

2011 (January 2010) / 384 pages

ISBN: 9780073530529

ISBN: 9780071289436 [IE]

http://www.mhhe.com/martocchio4e

(Details unavailable at press time)
The benefits and risks of this approach. A new Theory in Action section appears in Chapter 10, "The Long Tail; Organizing for Innovation at Google; Skullcandy: Developing Extreme Headphones; PDAs to Smart Phones: The Evolution of an Industry; Bug Labs and the Long Tail; Organizing for Innovation at Google; Skullcandy: Developing Extreme Headphones.

More balance between industrial products versus consumer products. More industrial product examples (such as electronic components, medical components, aerospace, and business software) and service examples (such as search and advertising services, news services, hotels, outsourced industrial design) have been included throughout the book.

Chapter 8 includes a new Research Brief, "Strategic Positions in Collaborative Networks," which illustrates how a firm’s position in an inter-firm alliance network might influence its access to information and other resources, as well as its influence over desired outcomes.

A new Theory in Action section appears in Chapter 10, "The Loosely-Coupled Production of Boeing’s 787 Dreamliner." This section details how Boeing adopted a modular production process for the 787 that made very high use of outsourcing and illustrates both the benefits and risks of this approach.

Five new chapter opening cases have been added: Blu-Ray versus HD-DVD: A Standards Battle in High Definition Video; From PDAs to Smart Phones: The Evolution of an Industry; Bug Labs and the Long Tail; Organizing for Innovation at Google; Skullcandy: Developing Extreme Headphones.

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EXPLORING INNOVATION
2nd Edition
By David Smith, Nottingham Trent University

2009 (November 2009)
ISBN: 9780077121235
McGraw-Hill UK Title

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

The second edition of Exploring Innovation offers a contemporary and fresh perspective on innovation in all its forms. Written with business students in mind, the book provides a clear and comprehensive introduction to defining, analysing, managing and fostering innovation. The book's lively, accessible style and many examples and cases of innovative products and services bring the new frontiers of business to life. The new edition has been comprehensively updated to feature:
• More coverage on the commercial aspects of innovation and business models
• Greater emphasis on user innovation
• An introduction to the concept of open innovation
• Fully revised coverage of innovation strategy
• Expanded material on the management of innovation, linking a number of managerial techniques to a specific model of the management process.

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International Edition

STRATEGIC DYNAMICS
Concepts and Cases
By Robert A. Burgelman, Andrew Grove and Philip Meza of Stanford University
2006 / 512 pages
ISBN: 9780071254526 [IE]
http://www.mhhe.com/bgm1e

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Chapter Two: Three Key Themes
Part II: The Microchip Matures
Part III: Compounding Confluence—Take I: The Internet and Ecommerce
Part IV: Compounding Confluence—Take II: Saving or Sinking Software
Part V: Convergence or Collision—Take I: Computing Meets Cellular Phone and Consumer Electronics
Part VI: Convergence or Collision—Take II: Do Digits Defeat Pen and Plastic? Part VII: Convergence of Collision—Take III: IP Meets Telephony

International Edition

TECHNOLOGY MANAGEMENT
Text and International Cases
By Norma Harrison and Danny Samson
2002 / 456 pages
ISBN: 9780071121255 [IE]

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Chapter 2-Technology Strategy
Chapter 3-Development of Technological Capabilities
Chapter 4-Managing Innovation
Chapter 5-Technology Management, Operational Systems Strategy, and Business Competitiveness Interfaces
Chapter 6-Decisions and Implementation of New Technology
Chapter 7-Organizing for Technology
Chapter 8-E-Business Technology Developments
Drucker probes the impact of the information revolution on retailing, arguing that every company operates according to its own theory of business—a set of assumptions about its environment, mission and levels. One piece enumerates the “five deadly business sins”; another sets forth guidelines for family-controlled businesses and urges policy changes to assist nonprofit organizations. He calls upon the federal government to institute periodic performance critiques of every federal agency and program. He is at his provocative best in arguing that we can revive our national economy only by forging an aggressive global economic policy that jettisons protectionism and gives international trade priority over domestic problems.

Authors of the business classic The Disney Way, Bill Capodagli and Lynn Jackson take a behind-the-scenes look at the company built upon the “magic” of Disney. Readers of this concise and accessible book will learn how to apply Pixar’s secrets of success, which include the company’s ability to turn visions into clear directives and its remarkable focus on detail, which translates into products of the utmost quality. Other lessons include how to hire creative people and always challenging the status quo.


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INNOVATE THE PIXAR WAY: BUSINESS LESSONS FROM THE WORLD’S MOST CREATIVE CORPORATE PLAYGROUND
By Bill Capodagli and Lynn Jackson
2010 (December 2009) / 224 pages
ISBN: 9780071638937

A Professional Reference Title

Bestselling management guru Drucker’s latest offering is a grab bag of articles published since 1991, though he states that every piece was written with this book in mind. Extending the insights of his Post-Capitalist Society (1993), he stresses that information has emerged as the executive’s key resource and a company’s bedrock; as a consequence, he recommends that teams replace traditional boss-subordinate relationships. With his trademark cogency and clarity, Drucker offers invaluable practical insights for managers at all levels. One piece enumerates the “five deadly business sins”; another argues that every company operates according to its own theory of business?sa set of assumptions about its environment, mission and core competencies?that needs to be made explicit and monitored. Drucker probes the impact of the information revolution on retailing, sets forth guidelines for family-controlled businesses and urges policy changes to assist nonprofit organizations. He calls upon the federal government to institute periodic performance critiques of every federal agency and program. He is at his provocative best in arguing that we can revive our national economy only by forging an aggressive global economic policy that jettisons protectionism and gives international trade priority over domestic problems.

MANAGING IN A TIME OF GREAT CHANGE
By Peter Ferdinand Drucker
2010 (November 2009) / 304 pages
ISBN: 9781422140796

A Professional Reference Title

EFFECTIVE SUCCESSION PLANNING
4th Edition
By William Rothwell
2010 (April 2010) / 450 pages
ISBN: 9780814414163

A Professional Reference Title

The Drucker Difference casts new light on Drucker’s business philosophy, analyzing his most important ideas in the context of today’s business world. Through individual contributions by professors from The Peter F. Drucker and Masatoshi Ito Graduate School of Management, it combines expert insight and current scholarship to reveal how organizations and executives can interpret and apply Drucker’s timeless ideas. Today’s top business thinkers provide sixteen chapters analyzing Drucker’s views on the most critical issues of our time, including:
- Government, business, and civil society (Ira Jackson)
- The interplay of values and power within companies (Karen E. Linkletter and Joseph A. Maciariello)
- Applying collaboration to “knowledge work” (Craig L. Pearce)
- Drucker’s management vision (Richard Smith)
- Economic environment, innovation, and industry dynamics (Hideki Yamawaki)

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8. Peter Drucker: The Humanist Economist
9. The Economic Environment
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11. Governance
12. Accounting
14. Self Management
The Asian economy continues to grow rapidly. As such, it is imperative that Asian organizations build leadership depth if they are to capture and sustain this growth. For leaders do matter: they help employees that Asian organizations build leadership depth if they are to capture and sustain this growth. For leaders do matter: they help employees.
Chapter 3: Re-feature to Cut Costs
Chapter 4: Increase Innovation Productivity
Chapter 5: Master Smart Strategic Experiments
Chapter 6: Share the Innovation Load
Chapter 7: Learn to Love the Low End
Chapter 8: Drive Personal Reinvention
Chapter 9: What’s Next for Innovation?

DIGITAL STRATEGIES FOR POWERFUL CORPORATE COMMUNICATIONS
By Paul A Argenti and Courtney M Barnes
2009 (July 2009) / 272 pages
ISBN: 9780071624879
A Professional Reference Title
The advents of blogging, mashups, and wiki programs have introduced chaos in the world of business communication. Digital Strategies for Powerful Corporate Communications explains how to use these same digital means, among many others, for bringing order to this information-saturated environment. Deploying the lessons inside, communication directors will be able to build symbiotic relationships with stakeholders, develop key messages based on customers’ needs and desires, managing the company’s reputation, and executing efficient leadership strategies. Case studies of leading global companies are included.

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1: An Introduction to the New Business Environment
2: Digital Communications Platforms Redefine Corporate Reputation
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6: Rebranding Customer Relationship Management
7: Demystifying Digital Media Relations
8: Crisis Management in a Virtual World
9: Promoting CSR & Sustainability Efforts Online
10: Measuring the Impact of Online Influencers

LOOPS: THE SEVEN KEYS TO SMALL BUSINESS SUCCESS
By Mike Chaet, Stephen C Landin, Vince Moravek and Mary Chaet
2009 (April 2009) / 144 pages
ISBN: 9780071624879
A Professional Reference Title
Why do some small businesses succeed while others fail? That is the question one young entrepreneur faces in this illuminating business parable for our times. Loops reveals the soul-searching story of Tony, a business student who doesn’t understand why he can’t quit school and work in the family business. Then his professor surprises him with an unusual final exam: a twelve-week, summer-long study of the small businesses in his local area. This simple real-world assignment opens Tony’s eyes to the most important lessons an entrepreneur can learn, such as how to:
- Manage “experience zones”
- Build strong customer relations through “vision moments”
- Standardize key processes for employees
- Innovate, improve, and maintain quality
- Accomplish real results by “closing the loops”

As you follow Tony’s journey, you’ll receive a week-by-week crash course on the seven essential loops for small business. You will learn how to distinguish yourself from the competition, improve your operations, and close the loops. Best of all, you’ll discover innovative ways to apply the loops concept to every challenge you face, with every endeavor, in any economy. When you close the loops, you open the door to limitless opportunities.

EVERYTHING I KNOW ABOUT BUSINESS I LEARNED AT McDoNald’S
The 7 Leadership Principles that Drive Break Out Success
By Paul Facella and Adina Genn
2009 (October 2008) / 256 pages
ISBN: 9780071601412
A Professional Reference Title
What is it about McDonald’s that has made it not only the number-one fast-food franchise in the world, but a branding icon second only to Coca-Cola for world wide name recognition? Few people are as well qualified to answer that question as Paul Facella. Beginning behind the counter at age sixteen, Facella literally grew up in the company’s culture. From counter, to grill, to Executive Vice President, Facella, over the course of his distinguished thirty-four year career at McDonald’s, developed an intimate knowledge of the fast-food behemoth’s management practices as well as personal ties to its legendary leaders, including founder Ray Kroc, and former president Ed Rensi and former CEO Fred Turner. In Everything I Know About Loops: I Learned at McDonald’s Paul Facella takes you inside to offer for a uniquely intimate and authoritative look at the McDonald’s organization, system, and culture. He extracts powerful lessons for managers, executives, and entrepreneurs in all industries on leadership, people development, and teamwork.

CLOSING THE INNOVATION GAP
Reigniting the Spark of Creativity in a Global Economy
By Judy Estrin
2009 (August 2008) / 272 pages
ISBN: 9780071499873
A Professional Reference Title
Entrepreneur and former Cisco CTO Judy Estrin explores the evolution of science and technology after World War II to illustrate why innovation is so crucial to economic, social, and cultural development. Without a thriving “innovation ecosystem,” says Estrin, the United States will not be able to leverage rapidly-changing conditions and prevail in the emerging global economy. She outlines the distinctive life-cycles of each area of this ecosystem—research, development, and application—and goes on to describe the forces that are eroding it, explaining clearly how and why companies and countries lose their innovative edge. Then she offers practical advice and guidance on what business leaders, policy makers, entrepreneurs, and educators can do to reignite the spark of scientific and technological creativity in organizations and the country.
There's a growing consensus that the current "job development system"—both in the US and overseas—is badly broken. Too many people can't find good jobs. Too many businesses can't find qualified people. What's behind the current broken system? According to Ed Gordon, there are significant numbers of workers seeking employment (or even dropping out of the job market) while many employers report difficulties in filling open positions. As an alternative to our current, broken system, Winning the Global Talent Showdown offers an empowering alternative: collaborative, grassroots reconstruction of the pipeline. Gordon's book is packed with inspiring examples of how business and community activists at the local level are now engaged in reinventing their local labor-market economies. Companies, educational institutions, unions, government workforce agencies, parent groups, and other community activists are modeling the way collaboratively putting their money, ideas, and time into building new employment systems that better fill the jobs of a tech-driven, 21st century economy.
MANAGEMENT

WARGAMING FOR LEADERS
Strategic Decision Making from the Battlefield to the Boardroom
By Mark L. Herman and Mark D. Frost
2009 (December 2008) / 264 pages
ISBN: 9780071569886

A Professional Reference Title

Business is war. Here’s how to win it—with field-tested strategies from the world’s leading wargamers at Booz Allen Hamilton. Today, wargaming is used at the highest levels of government and business to provide leaders with the sharpest competitive edge—to anticipate the future and beat the enemy. In Wargaming for Leaders, Mark Herman, world-renowned wargame developer for Booz Allen Hamilton with coauthors Frost and Kurz, explores the strategies learned from wargames designed and staged for the U.S. Army, global corporations, and nonprofit groups, revealing how these exercises have made for significant decisions and competitive advantage.

CONFIDENT LEADER
How the Most Successful People Go from Effective to Exceptional
By Larina Kase
2009 (August 2008) / 256 pages
ISBN: 9780071549882

A Professional Reference Title

Many people who want to advance in their career or business are faced with an innate fear of change—even positive change that could move them forward. Using cutting-edge research to help readers become true leaders in their fields, Larina Kase provides strategies to help readers move out of their comfort zones and better distinguish the positive decisions and actions that will dramatically propel their success. She includes interviews with top business thinkers such as Seth Godin, Joe Vitale, Annie McKee, and Tim Sanders. Apply the lessons in this book to:

- Discover why you don’t do what you need to do
- Empower yourself and others to stay motivated
- Transform fear of change into a positive driver for success
- Face uncomfortable situations with grace and poise

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7: Create and Communicate a Compelling Vision
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15: Provide Outstanding Service to Customers
16: Handle Conflict and Difficult Situations with Ease
17: Master the Challenge of Championing Change

IMMUNITY TO CHANGE
By Robert Kegan and Lisa Lahey
2009 (January 2009) / 304 pages
ISBN: 9781422117361

A Professional Reference Title

Many people who want to advance in their career or business are faced with an innate fear of change—even positive change that could move them forward. Using cutting-edge research to help readers become true leaders in their fields, Larina Kase provides strategies to help readers move out of their comfort zones and better distinguish the positive decisions and actions that will dramatically propel their success. She includes interviews with top business thinkers such as Seth Godin, Joe Vitale, Annie McKee, and Tim Sanders. Apply the lessons in this book to:

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STRATEGIES FOR THE GREEN ECONOMY
Opportunities and Challenges in the New World of Business
By Joel Makower and Cara Pike
2009 (December 2008) / 312 pages
ISBN: 9780071600309
A Professional Reference Title

The “guru of green business practices” (AP) provides a blueprint for creating green strategies in the new business landscape written by one of today’s most sought-after green business strategists. Strategies for the Green Economy provides a comprehensive roadmap for navigating and thriving in the new green economy. Drawing upon 20 years of experience working with industry giants around the globe going green, Joel Makower goes beyond recent bestsellers such as Green to Gold, to not merely extol the competitive advantages of going green, but to show why businesses must create, implement, and communicate highly successful green strategies—and how to do it.

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Part 3: From Here to Sustainability
Part 4: Save the Buyosphere!

GETTING TO PLAN B
By John Mullins and Randy Komisar
2009 (August 2009) / 272 pages
ISBN: 9781422126691
A Professional Reference Title

Unlock better opportunities with a new strategy for reinventing any business model. Succeeding with a new business whether in a corporation or a venture based setting requires taking a leap of faith. But in order to grow, the business will need to morph and adjust many times before it meets the needs of a viable market. Getting to Plan B guides you through specific steps to effectively reinvent your entrepreneurial business model.

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Chapter 9 Can You Balance a One Legged Stool? Multidimensional Business Models
Chapter 10 Getting Started on Getting to Your Plan B

IMPORT/EXPORT
How to Take your Business Across Borders, 4th Edition
By Carl A Nelson
2009 (January 2009) / 352 pages
ISBN: 9780071482554
A Professional Reference Title

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

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ABOVE THE BOARD
How Ethical CEOs Create Honest Corporation
By Patrizia Porrini, Lorene Hiris and Gina Poncini
2009 (August 2008) / 240 pages
ISBN: 9780071496315
A Professional Reference Title

In the wake of the Enron and Hewlett-Packard scandals, many top executives have seized on the fact that corporate ethics is an indispensable component of corporate survival and long-term viability. In Above the Board, the authors describe how a select group of CEOs have built ethics into the very foundations of their organizations. Through extensive field research, they reveal how these leaders have significantly contributed to their organization’s corporate value by reinforcing their stance among shareholders, stakeholders, and customers.

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

TOTAL ENGAGEMENT
By Byron Reeves and J Leighton Read
2009 (November 2009) / 256 pages
ISBN: 9781422146576
A Professional Reference Title

Can the workplace be more productive by including avatars, three-dimensional environments, and participant-driven outcomes? This grounded and thought-provoking book by Byron Reeves and Leighton Read proves that it is not only possible, it is inevitable. Implementing components of multiplayer computer games in the workplace will address a host of age-old problems. Games can not only stem boredom and decrease turnover, but also enhance collaboration and encourage creative leadership. Games require extraordinary teamwork, elaborate data analysis and strategy, recruitment and retention of top players, and quick decision making. Recreating some elements of games - such as positioning tasks within stories, creating internal economies, and implementing participant-driven communication systems - can not only boost employee engagement but overall productivity. Of course, the strong psychological power of games can have both positive and negative consequences for the workplace. That’s why it’s important to put them into practice correctly from the beginning - and Reeves and Read explain how by showing which good design principles are a powerful antidote to the addictive and stress-inducing potential of games. Supported by specific case studies and years of research, Total Engagement will completely change the way you view both work and play.

PANDERER TO POWER
By Fred Sheehan
2009 (November 2009) / 400 pages
ISBN: 9780071615426
A Professional Reference Title

In his critically acclaimed Greenspan’s Bubbles, coauthor Frederick J. Sheehan exposed the starring role played by former Fed chairman Alan Greenspan in virtually every economic calamity of the past 19 years. Now Panderer to Power reveals the mix of towering ambition and poor judgment that compelled Greenspan to set policies that enriched Wall Street at the expense of the American economy.

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Victory Lap - 2003
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Adieu 2005-2006
The Crack up 2006-2008

CHASING THE RABBIT
How Market Leaders Outdistance the Competition and How Great Companies Can Catch Up and Win, Foreword by Clay Christensen
By Steven Spear
2009 (September 2008)
ISBN: 9780071499880
A Professional Reference Title

In Chasing the Rabbit, four-time Shingo Prize winner, noted author, and celebrated MIT lecturer Steven Spear shares his insights on what lies at the core of superlative performance and competitive dominance. Market leaders, or rabbits, outrun and escape the pack by constantly raising the bar through self-improvement and innovation that occurs at rates faster, durations longer, and breadths wider than anyone else can muster. The culmination of over a decade of research, study, and consulting with companies in finance, healthcare, manufacturing, and technology, Chasing the Rabbit introduces a new approach to achieving competitive advantage. Spear demonstrates how the world’s greatest companies manage complex processes by eliminating obstacles to operational excellence and making problem-solving a core organizational capability.
GROWN UP DIGITAL
How the Net Generation is Changing Your World
By Don Tapscott, Harvard Business School Press
2009 (October 2008) / 384 pages
ISBN: 9780071508636
A Professional Reference Title

In Growing Up Digital, Don Tapscott revealed how the digital world created a generation that thought, played, and related to their world in a way radically different from that of their parents. In a fascinating follow-up to his seminal work, Grown Up Digital revisits the Net Generation as the eldest of its members turns 30, enters the workforce and marketplace, and establishes their roles as life-long learners and contributors to society. Based on a $4 million research project led by Tapscott, this new book provides a much-needed, up-to-date overview of the state of the profession as well as the terminology and processes required for sound HRD practice and study. Foundations of Human Resource Development establishes the contribution of HRD to contemporary organizations.

Grown Up Digital reveals:
- The 8 Net Generation Norms from Freedom to Speed
- 5 Myths about the N-Generation
- How the N-Gen brain processes information differently
- Implication for Education and 7 Guidelines for Educators
- Upheaval in the Workforce and 7 ways to Attract and Engage Young Talent
- Parenting 2.0: It Takes a Village
- The Net Generation as Citizen: Transforming Democracy

INNOVATION TOURNAMENTS
By Christian Terwiesch and Karl Ulrich
2009 (June 2009) / 256 pages
ISBN: 9781422152225
A Professional Reference Title

Managers, entrepreneurs, and venture capitalists all seek to maximize the financial returns from innovation, and profits are driven largely by the quality of the opportunities they pursue. Based on a structured and process-driven approach “innovation tournaments,” this book demonstrates how to systematically identify exceptional opportunities for innovation. An innovation tournament, just like its counterpart in sports, starts with a large number of candidates, with opportunities as the players. These opportunities are pitted against each other until only the exceptional survive. This book provides a principled approach for the effective management of innovation tournaments identifying a wealth of promising opportunities and then evaluating and filtering them intelligently for greatest profitability. With a set of practical tools for creating and identifying new opportunities, it guides the reader in evaluating and screening opportunities. The book demonstrates how to construct an innovation portfolio and how to align the innovation process with an organization’s competitive strategy. Innovation Tournaments employs quirky, fresh examples ranging from movies to medical devices. The authors’ tool kit is built on their extensive research, their entrepreneurial backgrounds, and their teaching and consulting work with many highly innovative organizations.

THE TROUBLE WITH HR
By Johnny Taylor and Gary Stern
2009 (August 2009) / 300 pages
ISBN: 9780814413449
A Professional Reference Title

Anyone seeking to get the best results for their organization must find and keep great employees. Yet many HR departments are still using cookie-cutter approaches to finding new hires. This book gives readers practical guidance on what they can do to attract, and hang onto, the best and the brightest talent. The book explores the latest thinking in employee relations, compensation and benefits, training, onboarding, and development practices. This is a unique, powerful book no one concerned with finding and retaining the best people should be without.

CULTURAL INTELLIGENCE
2nd Edition
By David Thomas and Kerr Inkson
2009 (August 2009) / 264 pages
ISBN: 9781576756256
A Professional Reference Title

Businesspeople and others often fail to perform their jobs well because of cross-cultural differences. Cultural Intelligence provides a systematic way to approach the tremendous variety of interactions that people face in different cultures and locales. The key, the authors argue, is to become culturally intelligent. By understanding the fundamental principles of cross-cultural interactions, practicing mindfulness, and developing adaptive behavioral skills, readers can become culturally intelligent and effective across a wide range of cross-cultural situations. The authors’ goal is to create a new mindset in the reader that can effectively encounter and work with cultural variations regardless of language or geography.
Bestselling guide The First 90 Days, Your Next Move offers the keen insights, strategies, and tools—including relationship reengineering, hurdles associated with each type of transition. He then provides the real-life examples and case studies, he illustrates the defining transitions you will face during your career, including promotion, on-boarding into a new organization, and making an international move. Michael Watkins shows how you can survive and thrive in all the major leadership-transition guru named as BusinessWeek’s #1 Management Educator, expert Dave Ulrich and his team of authors bring human resources a whole new way of thinking and practicing—moving the focus from internal issues to actively helping to set business strategies. Businesses of the future need “all hands on deck” when implementing new ways to stimulate growth and cost efficiency, and this includes human resources. This team presents a four-phase model of transformation that shows you step-by-step how to make meaningful progress in contributing to the performance of your company by redesigning HR to work as a strategic partnership.

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YOUR NEXT MOVE
The Leader’s Guide to Navigating Major Career Transitions
2009 (September 2009) / 256 pages
ISBN: 9781422147634
A Professional Reference Title

After three months in a new job, are you up to speed? Will you sink or swim? Transitions into new roles are the crucibles in which leaders get their toughest tests, and they’re the defining factor in professional careers today. Yet far too often, leaders fail to transition effectively into new roles. The resulting costs are high, for your career and the organization. In Your Next Move, leadership-transition guru Michael Watkins shows how you can survive and thrive in all the major transitions you will face during your career, including promotion, on-boarding into a new organization, and making an international move. With real-life examples and case studies, he illustrates the defining hurdles associated with each type of transition. He then provides the insights, strategies, and tools—including relationship reengineering, business systems analysis, and “organizational immunology”—you’ll need to accelerate through these crucial turning points and continue moving up in your career. The necessary complement to the author’s bestselling guide The First 90 Days, Your Next Move offers the keen observations, tried-and-true management wisdom, and practical good sense Watkins is renowned for. It’s a vital resource for any manager or executive seeking to maintain career momentum.

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Conclusion: Designing Company-wide Acceleration Systems

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

2009 (November 2008) / 300 pages
ISBN: 9780071278027
An Asian Professional Publication

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

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6 Forgiven But Not Forgotten: Less Scope for Mistakes
7 The Expatriates Phenomena: How Valuable Are They to Building Businesses?
8 Handling Nocturnal Activities: From Drinking Binges, Karaoke to Making Speeches
9 The Industrious and Adaptable Asian: Going the Extra Mile and More
10 Deciphering the True Message: Key to Remove Misunderstanding
11 Face: Potential Hazards or Invaluable Value
12 Personal Business Relationships or Guanxi: Necessary Evil or Part of Asian Culture?
13 Gifts or Bribes: Taming the Big ‘C’
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15 Where Do We Go From Here?: One Step at a Time and More
16 Moving Forward: Building Bridges for a Better Future

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- 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.

CRISIS LEADERSHIP NOW
A Real-World Guide to Preparing for Threats, Disaster, Sabotage, and Scandal
By Laurence Barton
2008 / 352 pages
ISBN: 9780071498821
A Professional Reference Title

Have the plan to tackle and surmount any threat-from workplace violence to natural disasters to financial scandal. Written by the international authority on corporate crisis management, Crisis Leadership Now is the definitive guide for all senior and mid-level managers. From the death of 3,000 people at the Union Carbide plant in Bhopal, India, to storm conditions that almost destroyed jetBlue, Laurence Barton explores hundreds of crises that have occurred over the past two decades, and he shares important lessons in communicating with employees, shareholders, the media, and regulators. Barton details how successful companies embed crisis management into their DNA and shares proven tools that will help you identify problems before they blossom into nightmares. He includes detailed templates on managing a wide spectrum of threats that could harm your people, financial condition, and brand.

RAISING VENTURE CAPITAL FOR THE SERIOUS ENTREPRENEUR
By Dermot Berkery
2008 / 288 pages
ISBN: 9780071496025
A Professional Reference Title

Authoritative and comprehensive, Raising Venture Capital for the Serious Entrepreneur is an all-in-one sourcebook for entrepreneurs seeking venture capital from investors. This expert resource contains an unsurpassed analysis of the venture capital process, together with the guidance and strategies you need to make the best possible deal and ensure the success of your business. Written by a leading international venture capitalist and filled with case studies, charts, and exercises, Raising Venture Capital for the Serious Entrepreneur explains:

- How to develop a multistage financing map
- How to determine the amount of capital to raise and what to spend it on
- How to devise a business plan that entices investors
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ICONOCLAST
By Gregory Berns
2008 (September 2008) / 256 pages
ISBN: 9781422115015
A Professional Reference Title
No organization can survive without iconoclasts - innovators who single-handedly upturn conventional wisdom and manage to achieve what so many others deem impossible. Though indispensable, true iconoclasts are few and far between. In Iconoclast, neuroscientist Gregory Berns explains why. He explores the constraints the human brain places on innovative thinking, including fear of failure, the urge to conform, and the tendency to interpret sensory information in familiar ways. Through vivid accounts of successful innovators ranging from glass artist Dale Chihuly to physicist Richard Feynman to country/rock trio the Dixie Chicks, Berns reveals the inner workings of the iconoclast’s mind with remarkable clarity. Each engaging chapter goes on to describe practical actions we can each take to understand and unleash our own potential to think differently - such as seeking out new environments, novel experiences, and first-time acquaintances. Packed with engaging stories, science-based insights, potent practices, and examples from a startling array of disciplines, this engaging book will help you understand how iconoclasts think and equip you to begin thinking more like an iconoclast yourself.

ENTREPRENEUR POWER PLAYS
How the World’s Most Dynamic Thinkers Reach the Top of Their Game
By BusinessWeek
2008 (October 2007) / 192 pages
ISBN: 9780071486323
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.

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  11. Apollonia Poilâne and Miss Harada: Bread and Fashion Lessons from Europe
  12. Robert Funk: Express Personnel’s Temp Strategy for Permanent Growth
  13. Roger and Cynthia Lang: From Silicon Valley to Sun Ranch
  14. TRENDS: The MySpace Generation

GLOBAL BUSINESS POWER PLAYS
How the Masters of International Enterprise Reach the Top of Their Game
By BusinessWeek
2008 / 192 pages
ISBN: 9780071486309
A Professional Reference Title
BusinessWeek’s Power Plays series analyzes insights from the biggest power players in business on essential topics in today’s market. Each book includes real case studies, Monday morning strategies, power moves that tackle key business problems head-on, and the keen industry knowledge that has made BusinessWeek the world’s number-one authority.

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  12. Ferdinand K. Piëch: Tightening the Grip at VW
  13. Trends: Tech Future
TALENT ON DEMAND
By Peter Cappelli, Harvard Business School Press
2008 / 304 pages
ISBN: 9781422104477
A Professional Reference Title
Executives everywhere acknowledge that finding, retaining, and growing talent counts among their toughest business challenges. Yet to address this concern, many are turning to talent management practices that no longer work?because the environment they were tailored to no longer exists. In today’s uncertain world, managers can’t forecast their business needs accurately, never mind their talent needs. An open labor market means inevitable leaks in your talent pipeline. And intensifying competition demands a manicai focus on costs. Traditional investments in talent management wind up being hugely expensive, especially when employees you’ve carefully cultivated leave your firm for a rival. In Talent on Demand, Peter Cappelli examines the talent management problem through a radical new lens. Drawing from state-of-the-art supply chain management and numerous company examples, he presents four new principles for ensuring that your organization has the skills it needs—when it needs them. In this book, you’ll discover how to: • Balance developing talent in-house with buying it on the open market • Improve the accuracy of your talent-need forecasts • Maximize returns on your talent investments • Replicate external job market dynamics by creating an in-house market that links available talent to jobs Practical and provocative, Talent on Demand gives you the ideas and tools you’ll need to match the supply of talent to your demand for it—today and tomorrow.

DISRUPTING CLASS
How Disruptive Innovation Will Change the Way the World Learns
By Clayton M Christensen, Harvard Business School, Curtis W Johnson and Michael B Horn
2008 / 288 pages
ISBN: 9780071592062
A Professional Reference Title
With his blockbuster bestseller The Innovator’s Dilemma, Clayton M. Christensen created the classic model for growth and change in corporations and cultures. Now, taking a cue from Bill Gates’ 2005 critique of the American school system, he applies his theory of “disruptive innovation” to a much-needed evolution in educational technologies—offering new opportunities and challenges for the business community. Christensen brilliantly shows how tomorrow’s innovations in education will change the way the world learns—and what businesses can do to meet those changing demands today.

SILICON DRAGON
How China Is Winning the Tech Race
By Rebecca Fannin
2008 / 300 pages
ISBN: 9780071494472
A Professional Reference Title
Don’t be surprised if the next Steve Jobs or Bill Gates comes from China. That's the message of this riveting, in-depth account of the new generation of Chinese entrepreneurs that is challenging the U.S. for global high-tech leadership. Based on interviews conducted with the entrepreneurs behind some of today’s cutting-edge advances in mobile phones, search, E-commerce, and software, Silicon Dragon takes you behind the scenes to provide an up-to-the-minute account of a phenomenon that is just now breaking the surface in the mainstream media and business press.

BEN FRANKLIN
America’s Original Entrepreneur, 2nd Edition
By Benjamin Franklin and Elaine McCormick
2008 (July 2008) / 266 pages
ISBN: 9781599181950
A Professional Reference Title
The only modern adaptation of Franklin’s original autobiography, BEN focuses upon the business aspects of his story and their relevance to today’s business world using real-life examples. Few people realize that Franklin’s autobiography has as its heart not only one of the greatest business stories ever told, but the very story of business itself. Franklin was the first person to capture the “rags to riches” capitalist experience on paper. He started with nothing and retired at age 42 to begin a life of public service for his country. BEN tells Franklin’s business story in three clear parts: The Making, The Rise and The Legacy of an Entrepreneur.

THE MCKINSEY ENGAGEMENT
By Paul Friga
2008 (March 2008) / 224 pages
ISBN: 9780071487411
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, or 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
ISBN: 9780071484992
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.
THE NEW HUMAN CAPITAL STRATEGY
By Bradley Hall
2008 (January 2008) / 240 pages
ISBN: 9780814409275
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.

BEN BERNANKE’S FED
By Ethan S Harris
2008 / 256 pages
ISBN: 9781422125847
A Professional Reference Title

Ben Bernanke’s swearing in as Federal Reserve chairman in 2006 marked the end of Alan Greenspan’s long, legendary career. To date, the new chair has garnered mixed reviews. Business economists see him as the best-qualified successor to Greenspan, while many traders and investors worry that he’s too academic for the job. Meanwhile, ordinary Americans do not even know who he is. How will Bernanke’s leadership affect the Fed’s actions in the coming years? How will Bernanke build on Greenspan’s success, but also put his own stamp on the Fed? What will all this imply for businesses and investors? In Ben Bernanke’s Fed, Ethan Harris provides exceptional insights into these crucial issues. Engaging and discerning, this book demystifies the man who has stepped into what many describe as the second most powerful job in America.

SEDUCED BY SUCCESS
How the Best Companies Survive the 9 Traps of Winning
By Robert Herbold
2007 (March 2007) / 288 pages
ISBN: 9780071481830
A Professional Reference Title

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Part 1: Sticking with yesterday’s Business Model
Part 2: Allowing Your Products to Slip into Mediocrity
Part 3: Clinging to Your One Success Branding After it Becomes State and Boring
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Part 7: Getting Lulled Into a Culture of Comfort, Casualness and Confidence
Part 8: Not Confronting Turf Wars, In-fighting and Obstructions
Part 9: Unwittingly Providing Schizophrenic Communications
Part 10: the Key to Continual Success: A Questioning Attitude

OWNERSHIP QUOTIENT
By James L Heskett, W Earl Sasser and Joe Wheeler of Harvard Business School
2008 (December 2008) / 272 pages
ISBN: 9781422110232
A Professional Reference Title

Organizations worldwide have used a groundbreaking tool -- the service-profit chain -- to improve business performance. In The Ownership Quotient, the authors reveal the next level of thinking about the service-profit chain based on recent research into exemplary companies. Heskett, Sasser, and Wheeler extend the service-profit chain to include customer and employee “owners.” Customer-owners are so satisfied with their experience that they relate their stories to others, persuade them to try a product, and provide constructive criticism and new product ideas. Employee-owners exhibit such enthusiasm for their organization that they infect customers with similar satisfaction, loyalty, and dedication. The lifetime value of a customer-owner is equivalent to that of a hundred merely typical customers. That makes the value of employees who promote customer-ownership priceless. Citing companies as diverse as Harrah’s Entertainment, ING Direct, Build-a-Bear Workshop, and Wegmans Food Markets, this book shows you how to:

* Identify your customer-owners
* Delight them by consistently exceeding their expectations in ways they truly value
* Foster an ownership culture throughout your company
* Measure and grow your “ownership quotient” among customers and employees

Powerful and practical, The Ownership Quotient is your playbook for pushing performance to unprecedented levels.

THINK BETTER
An Innovator’s Guide to Productive Thinking
By Tim Hurson
2008 / 300 pages
ISBN: 9780071494939
A Professional Reference Title

In today’s business environment, innovation and creativity are at a premium. Corporate consultant Tim Hurson shows you how to think more productively—no matter what professional level you’re at. According to Hurson, we can be retrained to think again—and think better. For the past 25 years, he’s been teaching the world’s largest organizations how to use Productive Thinking—based on more than 50 years of academic research that Hurson has distilled into a proven 6-step system. Think Better is filled with fun, stimulating ways to spark fresh ideas, discover unexpected solutions, and implement new strategies. …faster, smarter, and better than readers would have ever thought possible.

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EXECUTION PREMIUM  
Linking Strategy to Operations for Competitive Advantage  
By Robert Kaplan and David Norton  
2008 (July 2008)  
ISBN: 9781422121160  
A Professional Reference Title  
In a world of stiffening competition, business strategy is more crucial than ever. Yet most organisations struggle in this area - not with formulating strategy but with executing it, or putting their strategy into action. Owing to execution failures, companies realise just a fraction of the financial performance promised in their strategic plans. It doesn’t have to be that way, maintain Robert Kaplan and David Norton in The Execution Premium. Building on their breakthrough works on strategy-focused organisations, the authors describe a multistage system that enables you to gain measurable benefits from your carefully formulated business strategy. Drawing on extensive research and detailed case studies from a broad array of industries, The Execution Premium presents a systematic and proven framework for achieving the financial results promised by your strategy.

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9. The Future: Start Today

LOVE ‘EM OR LOSE ‘EM  
Getting Good People to Stay, 4th Edition  
By Beverly Kaye and Sharon Jordan-Evans  
2008 (April 2008)  
ISBN: 9781576755570  
A Professional Reference Title  
With every employee who walks out the door costing the company up to 200% of their annual salary to replace, retention is one of the most important issues facing businesses today. And with so many surveys reporting that employees are unhappy and not working up to their full potential, engagement becomes a second serious and costly issue. The latest edition of this Wall Street Journal bestseller gives everyone from the CEO to the front-line supervisor solutions for engaging and retaining the employees they simply can’t afford to lose. Beverly Kaye and Sharon Jordan-Evans offer 26 simple strategies - from A to Z - that managers can use to address their employees’ real concerns and keep them engaged. These strategies are neither difficult nor costly, because what employees really want - even more than costly added perks like bigger salaries - is meaningful work, opportunities for growth, excellent bosses, and a sense of connectedness to the group. The fourth edition has been extensively revised and updated throughout and includes a new section featuring answers to the most common questions that people are asking the authors about employee retention.

JACKED UP  
The Inside Story of How Jack Welch Talked GE into Becoming the World’s Greatest Company  
By Bill Lane  
2008 / 300 pages  
ISBN: 9780071544108  
A Professional Reference Title  
Cross The Art of War with The Devil Wears Prada, and you might have something like this rauous, revealing, and irreverent portrait of business mega legend Jack Welch. Welch’s speechwriter of 20 years, Bill Lane, takes you “backstage” and shows how ferociously Welch prepared for presentations. Whether he faced angry congressmen, critical shareholders, or hostile union members, Welch knew how to win hearts and minds. Jack’s ability to lead came from his ability to communicate and his intolerance of others who could not communicate clearly. As in politics, communication equaled the ability to lead. From his controversial firing of the bottom 10 percent of managers to his staggering increase of GE’s capitalization to $400 billion, Jacked Up gives readers get an up-close, fly-on-the-wall view of Welch’s riskiest moves: his falling out with his top lieutenant, Gary Wendt, the Long Bow Key analyst presentation that ignited GE’s explosive stock growth, his “circle the wagons” reaction to Larry Bossidy’s surprise departure to run Honeywell, and other landmark events.
THE WAR FOR WEALTH
The True Story of Globalization, or Why the Flat World is Broken

By Gabor Steingart
2007 (April 2008) / 304 pages
ISBN: 9780071545969

A 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 Conning 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.

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
ISBN: 9780071490825

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 DISNEY WAY
The True Story of Globalization, or Why the Flat World is Broken

By John Boudreau, Cornell University-Ithaca and Peter Ramstad
2007 (May 2007) / 272 pages
ISBN: 9780071490825

A Professional Reference Title

Has No Brain”

Interview with Nobel Prize Winner - Paula A. Samuelson: “The Market Has No Brain”

The original edition of The Disney Way was awarded a coveted “Best Business Book of the Year” by Fortune magazine. The world’s foremost experts on Disney, Bill Capodagli and Lynn Jackson revealed Walt’s secret success formula that propelled his company into the highest echelon of business, creativity, innovation, and success. Now this fully revised edition profiles a new set of diverse organizations from The Cheesecake Factory, Ernst and Young, and Four Seasons Hotels and Resorts, to Griffin Hospital, John Robert’s Spa, and Men’s Wearhouse—that have redefined their businesses by embracing The Disney Way. Walt’s “dream, believe, dare, do” credo is a powerful foundation that will support any business, drive any team, and guide any leader to newfound levels of success.
A CLASS WITH DRUCKER
By William A Cohen
2007 (December 2007) / 256 pages
ISBN: 9780814409190 (Hardcover)
ISBN: 978081441187 (Softcover)
A Professional Reference Title

Long considered the world’s greatest thinker and writer on management, Peter Drucker’s teachings continue to inspire leaders everywhere. 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.

LEADING INNOVATION
How to Jump Start Your Organization’s Growth Engine
By Jeff DeGraff and Shawn Quinn
2007 (August 2006) / 350 pages
ISBN: 9780071470186
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.

THE DEFINITIVE DRUCKER
By Elizabeth Haas Edersheim
2007 (December 2006) / 256 pages
ISBN: 9780071472333
A Professional Reference Title

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Introduction
Chapter 1: The New Challenges For Management In The 21st Century
Chapter 2: Customers
Chapter 3: Innovation and Abandonment
Chapter 4: Collaboration and Orchestration
Chapter 5: People and Knowledge
Chapter 6: Disciplined Decision-Making
Chapter 7: The Role of the CEO

THE CASE STUDY HANDBOOK
By William Ellet
2007 (March 2007) / 288 pages
ISBN: 9781422101582
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.

CHINDIA
How China and India are Revolutionizing Global Business
By Peter Edited by Engardio, Senior Writer, Businessweek
2007 (October 2006) / 224 pages
ISBN: 9780071476577
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
and developing organizational leaders—both today and tomorrow.

**REDEFINING GLOBAL STRATEGY**  
*By Pankaj Ghemawat*  
2007 (August 2007) / 288 pages  
ISBN: 9781591398660  
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.

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**THE FUTURE OF MANAGEMENT**  
*By Gary Hamel, Harvard Business School Press*  
2007 (October 2007) / 288 pages  
ISBN: 9781422102503  
A Harvard Professional Reference Title

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Preface  
Part I: Why Management Innovation Matters  
1. The End of Management?  
2. The Ultimate Advantage  
3. An Agenda for Management Innovation  
Part II: Management Innovation in Action  
4. Creating a Community of Purpose: Whole Foods Market  
5. Building an Innovation Democracy: W.L. Gore  
6. Aiming for an Evolutionary Advantage: Google  
Part III: The Principles of Management Innovation  
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Conclusion: Building the Future of Management

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**FIVE MINDS FOR THE FUTURE**  
*By Howard Gardner, Harvard Business School Press*  
2007 (February 2007) / 208 Pages  
ISBN: 9781591399124  
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

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**CATALYST CODE**  
*by David Evans and Richard Schmalensee*  
2007 (April 2007) / 240 pages  
ISBN: 9781422101995  
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.

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**MARKETING FOR SMALL BUSINESSES MADE EASY**  
*By Kevin Epstein*  
2007 (May 2006) / 240 pages  
ISBN: 9781599180175  
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.
BANGALORE TIGER
By Steve Hamm
2007 (September 2006) / 288 pages
ISBN: 9780071474788
A Professional Reference Title

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Part II: Principles to Lead By
Part III: Build on Core Competencies
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Part V: How to Inject the Dragon into Your Own Company

LEADING BY EXAMPLE
By Harvard Business School Press
2007 (August 2007) / 96 pages
ISBN: 9781422118597
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.

LESSONS LEARNED: MANAGING CHANGE
By Harvard Business School Press
2007 (September 2007) / 112 pages
ISBN: 9781422118580
A Harvard Professional Reference Title

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13.) Paul Skinner Chairman, Rio Tinto Former Group Managing Director, Royal Dutch/Shell Group Monitor Your Business Environment and Anticipate Change
14.) John Abele Co-Founder, Boston Scientific Changing A Culture and Anticipate Change

OPERATION CHINA
2007 (November 2007) / 208 pages
ISBN: 9781422116968
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.
Imagine a secular corporation in which profit has spiritual overtones... where the corporate motto is “Respect the Divine and Love People,” and where passion and vision have supplanted the long-term business plan... most tellingly, a corporation in which employees have a unique slogan: “What we like to do next is what people tell us we can never do.”

These are the tenets of a real company led by one of Japan’s most dynamic and charismatic entrepreneurs. The principles under which it runs may be counter to everything you have ever learned about management. These principles are precisely what this book is about.

“If your motivation and your methods are virtuous,” Kazuo Inamori writes, “you need not worry much about the result.” To the amazement of cynics, his unusual insistence on not pursuing profit but “letting it follow our actions” has made the companies he founded among the most profitable enterprises in the world. A Passion for Success presents Inamori’s personal business philosophies as they illuminate universal struggles of the human spirit within competitive markets. Young or old—successful or striving—you are sure to find it original, compelling, and deeply inspirational.

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TIME-DRIVEN ACTIVITY-BASED COSTING
By Robert S Kaplan, Harvard Business School Press and Steven Anderson
2007 (April 2007) / 288 pages
ISBN: 9781422101711
A Harvard Professional Reference Title

In the classroom, activity-based costing (ABC) looks like a great way to manage a company’s limited resources. But executives who have tried to implement ABC in their organizations on any significant scale have often abandoned the attempt in the face of rising costs and employee irritation. Time-Driven Activity-Based Costing is the solution to the problems associated with large-scale ABC implementation. In this book, Kaplan and Anderson offer a revised model where managers can estimate the resource demands imposed by each transaction, product, or customer, rather than rely on time-consuming and costly employee surveys. In their new model, Kaplan and Anderson focus on the two parameters managers need to estimate: how much it costs per time unit to supply resources to the business activities (the total overhead expenditure of a department divided by the total number of minutes of employee time available) and how much time it takes to carry out one unit of each kind of activity (as estimated or observed by the manager). Rather than endlessly updating and maintaining ABC data, this book with allow managers to spend their time addressing the deficiencies the model reveals: inefficient processes, unprofitable products and customers, and excess capacity. Kaplan and Anderson lead the discussion of Time-Driven ABC in the first seven chapters, followed by individual cases studies of actual implementations by Acorn consultants in diverse settings.

CHINA NOW
Doing Business in the World’s Most Dynamic Market
By Mark Lam and John Graham
2007 (November 2006) / 385 pages
ISBN: 978 0071472548
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.

WHAT TYPE OF LEADER ARE YOU?
By Ginger Lapid-Bogda
2007 (April 2007) / 288 pages
ISBN: 9780071477192
A Professional Reference Title

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1: Understanding Who You Are (Enneagram Typing chapter)
2: Drive for Results
3: Strive for Self-Mastery
4: Know the Business
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8: Make Optimum Decisions
9: Build and Lead High-Performing Teams
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TOYOTA TALENT
By Jeffrey Liker and David Meier
2007 (April 2007) / 240 pages
ISBN: 9780071477451
A Professional Reference Title

EXECUTING YOUR STRATEGY
By Mark Morgan, William Malek and Raymond Levitt
2007 (December 2007) / 304 pages
ISBN: 9781591399568
A Harvard Professional Reference Title

LEADERS WE NEED
And What Makes Us Follow
By Michael Maccoby
2007 (November 2007) / 240 pages
ISBN: 9781422101667
A Harvard Professional Reference Title

MY SECRET LIFE ON THE MCJOB
Lessons from Behind the Counter
Guaranteed to Supersize any Management Style
By Jerry Newman, SUNY Buffalo
2007 (December 2006) / 240 pages
ISBN: 9780071473651
A Professional Reference Title

THE STARBUCKS EXPERIENCE
5 Principles of Turning Ordinary into Extraordinary
By Joseph Michelli
2007 (September 2006) / 208 pages
ISBN: 9780071477780
A Professional Reference Title

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## WHAT WERE THEY THINKING?
By Jeffrey Pfeffer, Stanford University-Harvard Business School Press
2007 (July 2007) / 256 pages
ISBN: 9781422103128
A Harvard Professional Reference Title

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## BIG THINK STRATEGY
By Bernd Schmitt
2007 (November 2007) / 192 pages
ISBN: 9781422103210
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.

## RAPID TRANSFORMATION
By Behnam Tabrizi
2007 (November 2007) / 336 pages
ISBN: 9781422118894
A Harvard Professional Reference Title

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## HOW COUNTRIES COMPETE
By Richard Vietor
2007 (January 2007) / 320 pages
ISBN: 9781422110355
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.

MICROMESSAGING: WHY GREAT LEADERSHIP IS BEYOND WORDS
By Stephen Young
2007 (October 2006) / 224 pages
ISBN: 9780071467575
A Professional Reference Title

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1. What You Don’t See Can Kill You
2. Birds Do It, Bees Do It, Even Babies Do It
3. It’s Global—‘And You Thought It Was Just You’
4. New Words—New Ways
5. Is This About Faking It?
6. Can I Believe What I See?
7. I’ve Seen This Before—or Have I?
8. In the Air and Everywhere
9. I Put a Spell on You
10. Breaking the Spell

DRAGONS AT YOUR DOOR
By Ming Zeng and Peter Williamson, Harvard Business School Press
2007 (May 2007) / 256 pages
ISBN: 9781422102084
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.

INVITATION TO PUBLISH
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Website: www.mheducation.asia
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Introduction to Business - Textbooks

M: BUSINESS WITH PREP CARDS AND ONLINE LEARNING CENTER ACCESS CARD
2nd Edition
By O C Ferrell, University of New Mexico-Albuquerque, Geoffrey A Hirt, DePaul University and Linda Ferrell, University of New Mexico-Albuquerque
2011 (January 2010)
ISBN: 9780077374501
http://www.mhhe.com/ferrellm2e

CONTENTS
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1 The Dynamics of Business and Economics
2 Business Ethics and Social Responsibility
   Appendix A The Legal and Regulatory Environment
3 Business in a Borderless World
4 Managing Information Technology and E-Business
Part 2 Starting and Growing a Business
5 Options for Organizing Business
6 Small Business, Entrepreneurship, and Franchising
Part 3 Managing for Quality and Competitiveness
7 The Nature of Management
8 Organizations, Teamwork, and Communication
9 Managing Service and Manufacturing Operations
Part 4 Creating the Human Resource Advantage
10 Motivating the Workforce
11 Managing Human Resources
Part 5 Marketing: Developing Relationships
12 Customer-Driven Marketing
13 Dimensions of Marketing Strategy
Part 6 Financing the Enterprise
14 Accounting and Financial Statements
15 Money and the Financial System
16 Financial Management and Securities Markets

NEW
INTERNATIONAL EDITION

BUSINESS NOW
By Amit J Shah, Frostburg State University and Laura Dias, Shoreline Community College
2011 (January 2010) / 544 pages
ISBN: 9780073377285
ISBN: 9780071221382 [IE]
Business Now focuses on business from a real-world perspective. With more practical application exercises, examples, and reinforced learning throughout, it allows students to continually exercise their critical thinking and problem solving skills with realistic business problems they will likely encounter in their professional lives. The chapters are carefully organized by learning objectives which correlate directly to all of the chapter materials and student and instructor ancillaries.

FEATURES
- Career Perspectives ties business concepts to real-world career examples and highlights how these business concepts impact a variety of professions.
- Real World Business Apps - Brief real-world vignettes that put students in a dilemma that the concepts in the chapter help them solve.
- Student friendly design and layout created to capture students’ attention and enhance student engagement. Students will find the stunning images, charts, and photos throughout this innovative learning tool easy to digest and relate to.
- Ethically Dilemma: each chapter features an ethical dilemma, which is directly linked to the chapter material. An ethics question appears early in the chapter and then again later in the chapter with a related ethical case study. These dilemmas and ethical questions help students to connect the challenges to the chapter content, as well as their own experience.
- Thinking Critically: short, current business articles that encourage students to think about the chapter concepts in depth and give them a look into the real world of business. Students are asked to assess the material and answer critical thinking questions.
- BUSConnections--Three-questions at the close of each primary section in each chapter to confirm the student’s understanding of the learning objective that has just been covered. One per learning objective.
- Going Global--Real world issues and situations that discuss a global perspective on the topics covered in each chapter. Each article includes positioning text and questions.

CONTENTS
Chapter 1 The World of Business and Its Environments
Chapter 2 How Economics Affects Business
Chapter 3 Entrepreneurship and Starting a Small Business
Chapter 4 The 4Ps of Marketing: Product, Price, Place, and Promotion
Chapter 5 Human Resources Management
Chapter 6 Production and Operations Management
Chapter 7 Information Technology in Business
Chapter 8 Finance and Accounting
Chapter 9 Management: Functions and Styles
Chapter 10 Leadership and Motivation
Chapter 11 Business in Global Markets
Chapter 12 Social Responsibility and Ethical Behavior in Business
Bonus Chapter: Managing Your Finances
Understanding Business by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions for three reasons: (1) The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience, (2) we listen to our customers, and (3) the quality of our supplements package. We consistently look to the experts – full-time faculty members, adjunct instructors, and of course students – to drive the decisions we make about the text itself and the ancillary package. Through a series of focus groups, symposia, as well as full-book, single-chapter, revised manuscript reviews of both text and key ancillaries, we have heard the stories of more than 600 professors and their insights and experiences are evident on every page of the revision and in every supplement. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today’s real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, Understanding Business leads the way.

NEW TO THIS EDITION

- Thinking Green boxes: these new boxes included in most chapters highlight companies and organizations that are making efforts to be more “green” and discuss how this is impacting business.
- Name that Company: this feature now opens each chapter. These brief boxes ask questions to pique students interest about the company in question – and if they can’t determine what the company is they will be able to establish the answer after reading the chapter. (the answer can be found within the chapter content.)
- Learning Objectives are now integrated into the chapter where they are discussed. Instead of simply listing a number in the margin, the entire learning objective is repeated before that objective is discussed, so students more clearly understand what the concept is that they’re meant to understand in that section of the chapter.

CONTENTS

Chapter 1: Taking Risks and Making Profits within the Dynamic Business Environment
Chapter 2: Understanding How Economics Affects Business
Chapter 3: Demanding Ethical and Socially Responsible Behavior
Chapter 4: Understanding How Economics Affects Business
Chapter 5: How to Form a Business
Chapter 6: Entrepreneurship and Starting a Small Business
Chapter 7: Management and Leadership
Chapter 8: Adapting Organizations to Today’s Markets
Chapter 9: Production and Operations Management of Goods and Services
Chapter 10: Motivating Employees
Chapter 11: Human Resource Management: Finding and Keeping The Best Employees
Chapter 12: Dealing with Employee–Management Issues and Relationships
Chapter 13: Marketing: Helping Buyers Buy
Chapter 14: Developing and Pricing Goods and Services
Chapter 15: Distributing Products
Chapter 16: Using Effective Promotions
Chapter 17: Understanding Accounting and Financial Information
Chapter 18: Financial Management
Chapter 19: Using Securities Markets for Financing and Investing Opportunities
Chapter 20: Money, Financial Institutions, and the Federal Reserve
Appendix A Working Within the Legal Environment
Appendix B Using Technology to Manage Information
Appendix C Managing Risk
Appendix D Managing Personal Finances

International Edition

INTRODUCTION TO BUSINESS

By Laura Dias, Shoreline Community College and Amit J Shah, Frostburg State University

2009 (January 2008) / 544 pages
ISBN: 9780073376998
ISBN: 9780071287852 [IE]

http://www.mhhe.com/diasbusiness

The introduction to business course is evolving—no longer are colleges teaching the course in a standard one-semester term. Introduction to Business takes on the changing educational environment. Based on reviewer feedback, the text has fewer chapters, more applied exercises and examples, and reinforces learning throughout. The chapters are carefully organized by learning objectives which correlate directly to all of the chapter materials and student and instructor ancillaries.

CONTENTS

Chapter One: Managing within the Dynamic Business Environment: Taking Risks and Making Profits
Chapter Two: How Economics Affects Business
Chapter Three: Competition in Global Markets
Chapter Four: Demonstrating Ethical Behavior and Social Responsibility
Chapter Five: Entrepreneurship and Starting a Small Business
Chapter Six: Management
Chapter Seven: Leadership and Motivation
Chapter Eight: Human Resource Management: Finding and Keeping the Best Employees
Chapter Nine: Marketing Businesses and Products
Chapter Ten: Product and Service Promotion
Chapter Eleven: Using Technology and Business
Chapter Twelve: Understanding Financial Information and Accounting
Chapter Thirteen: Securities Markets and Financial Institutions
Chapter Fourteen: Managing Personal Finance
BUSINESS
A Changing World, 7th Edition
By O. C. Ferrell, University of New Mexico–Albuquerque, Geoffrey A. Hirt, DePaul University, and Linda Ferrell, University of New Mexico–Albuquerque

2009 (November 2008) / 624 pages
ISBN: 9780073511726
ISBN: 9780070091665 [IE]

http://www.mhhe.com/ferrell7e

Business: A Changing World is the fastest growing introductory business textbook on the market, and for a simple reason. Unlike most brief textbooks on the market, which are trimmed and spliced from much longer works into an approximation of an essentials edition, Business: A Changing World is written from the ground up to be brief, lean, and flexible enough to enable you to cover just the topics you want at the level of depth you want, plus it doesn’t inherit 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.

CONTENTS

Part One: Business in a Changing World
Chapter 1: The Dynamics of Business and Economics
Chapter 2: Business Ethics and Social Responsibility
Chapter 3: Business in a Borderless World
Chapter 4: Managing Information Technology and E-Business

Part Two: Starting and Growing a Business
Chapter 5: Options for Organizing Business
Chapter 6: Small Business, Entrepreneurship, and Franchising

Part Three: Managing for Quality and Competitiveness
Chapter 7: The Nature of Management
Chapter 8: Organization, Teamwork, and Communication
Chapter 9: Managing Service and Manufacturing Operations

Part Four: Creating the Human Resource Advantage
Chapter 10: Motivating the Workforce
Chapter 11: Managing Human Resources
Appendix C Personal Career Plan

Part Five: Marketing: Developing Relationships
Chapter 12: Customer-Driven Marketing
Chapter 13: Dimensions of Marketing Strategy
Part Six: Financing the Enterprise
Chapter 14: Accounting and Financial Statements
Chapter 15: Money and the Financial System
Chapter 16: Financial Management and Securities Markets
Appendix D Personal Financial Planning

INTRODUCTION TO BUSINESS
By Gareth R. Jones, Texas A&M University

2007 (January 2006) / 608 pages
ISBN: 9780073224367 (with DVD, OLC and Premium Content Card)
ISBN: 9780073260662 (with CD, OLC and Tab Inserts)
ISBN: 9780071252997 [IE with OLC PCC and Student DVD]

http://www.mhhe.com/jonesintro

CONTENTS

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.

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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## KEYBOARDING & OFFICE TECHNOLOGY

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<td>Office Management [India]</td>
<td>Balachandran</td>
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Gregg College Keyboarding and Document Processing (GDP), Word 2010 Update, 11e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system designed to process and score documents created in Word 2010. As a solid product for over 30 years, this version of GDP has evolved to a completely online version, along with updating the program to be compatible with the new Microsoft Word 2010 software. Strong enhancements and flexible Instructor Management still exist and support the program's strong content. Instructors will appreciate the flexibility of Instructor Management that can be successfully implemented in a variety of classroom environments and that can be accessed from any Internet-connected computer—with no downloads!

NEW TO THIS EDITION

- Completely Online Format

CONTENTS

Part 1: The Alphabet, Number, And Symbol Keys
Unit 1 Keyboarding: The Alphabet
Unit 2 Keyboarding: The Alphabet
Unit 3 Keyboarding: Numbers And Symbols
Unit 4 Keyboarding: Numbers And Symbols

Part 2: Basic Business Documents
Unit 5 E-Mail And Word Processing
Unit 6 Correspondence
Unit 7 Reports
Unit 8 Tables

Part 3: Correspondence, Reports, And Employment Documents
Unit 9 Correspondence
Unit 10 Reports
Unit 11 Employment Documents
Unit 12 Skillbuilding And In-Basket Review

Part 4: Advanced Formatting
Unit 13 Skill Refinement
Unit 14 Correspondence
Unit 15 Reports
Unit 16 Tables

Part 5: Specialized Applications
Unit 17 International Formatting
Unit 18 Formal Report Project
Unit 19 Medical Office Documents
Unit 20 Legal Office Documents

Part 6: Using And Designing Business Documents
Unit 21 Using And Designing Office Forms
Unit 22 Designing Office Publications
Unit 23 Online Resumes And Merged Documents
Unit 24 Skillbuilding And In-Basket Review
GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), MICROSOFT WORD 2010, LESSONS 61-120

11th Edition

By Scot Ober, Ball State University, Jack E. Johnson and Arlene Zimmerly

2011 (January 2010) / 384 pages

ISBN: 9780077319403 (Main Text)

http://www.mhhe.com/gdp11

Gregg College Keyboarding and Document Processing (GDP), Word 2010 Update, 11e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system designed to process and score documents created in Word 2010. As a solid product for over 30 years, this version of GDP has evolved to a completely online version, along with updating the program to be compatible with the new Microsoft Word 2010 software. Strong enhancements and flexible Instructor Management still exist and support the program's strong content. Instructors will appreciate the flexibility of Instructor Management that can be successfully implemented in a variety of classroom environments and that can be accessed from any Internet-connected computer with no downloads!

NEW TO THIS EDITION

*y* Completely Online Format

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Unit 16 Tables

Part 5: Specialized Applications
Unit 17 International Formatting
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Unit 19 Medical Office Documents
Unit 20 Legal Office Documents

Part 6: Using And Designing Business Documents
Unit 21 Using And Designing Office Forms
Unit 22 Designing Office Publications
Unit 23 Online Resumes And Merged Documents
Unit 24 Skillbuilding And In-Basket Review

CUSTOMER SERVICE SKILLS FOR SUCCESS

4th Edition

By Robert W. Lucas, Creative Presentation Resources, Inc

2009 (January 2008) / 320 pages

ISBN: 9780073545448

ISBN: 9780071277501 [IE]

http://www.mhhe.com/lucas09

Customer Service, 4/e by Lucas features how-to topics for the customer service professional. It covers the concepts and skills needed for success in business careers, including listening techniques, verbal and nonverbal communication, and use of technology. Emphasis is given to dealing with customer service problems and how to handle conflicts and stress. Insights and tips are also provided for customer service supervisory personnel.

CONTENTS

Part 1: The Profession
Chapter 1: The Customer Service Profession
Chapter 2: Contributing to the Service Culture

Part 2: Skills for Success
Chapter 3: Verbal Communication Skills
Chapter 4: Nonverbal Communication Skills
Chapter 5: Listening to the Customer

Part 3: Building and Maintaining Relationships
Chapter 6: Customer Service and Behavior
Chapter 7: Service Breakdowns and Service Recovery
Chapter 8: Customer Service in a Diverse World
Chapter 9: Customer Service Via Technology
Chapter 10: Encouraging Customer Loyalty

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OFFICE MANAGEMENT
By Dr V Balachandran and Dr S Chandrasekaran of Alagappa University-
Karaikudi
2009 (July 2009) / 272 pages
ISBN: 9780070670402
McGraw-Hill India Title

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Chapter 3. Office Accommodation, Layout and Environment
Chapter 4. Office Systems and Procedures
Chapter 5. Forms Management
Chapter 6. Office Stationery
Chapter 7. Records Management
Chapter 8. Office Automation
Chapter 9. Office Mail Services
Chapter 10. Work Simplification & Measurement Standards
Chapter 11. Management of Office Personnel

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INTRODUCTION TO INFORMATION SYSTEMS
15th Edition
By James A. O'Brien (deceased) and George Marakas, University of Kansas-Lawrence
2010 (November 2009) / 608 pages
ISBN: 9780073376776
ISBN: 9780070167087 [IE]
http://www.mhhe.com/obrien15e

O'Brien's Introduction to Information Systems 15e reflects the contemporary use of business systems. New real-world case studies continue to correspond with this industry reality. The text's focus is on teaching the future manager the potential effect on business of 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
✓ Loose-Leaf: The first noticeable change with this new edition is the new loose-leaf format.
✓ 85 new blue boxes: Each chapter replete with the blue boxes, provides brief, in-depth examples of how corporations apply IS concepts and theories. Expanding on international focus, globe icons imbedded in blue boxes indicate those examples with an international focus.
✓ 75% of the Real World Cases are new to the Fifteenth Edition (3 cases/chapter). The authors' continuing commitment in delivering timely content is evidenced by the number of new cases providing students with in-depth examples of business successes and challenges. This helps avoid the problem of using older examples students know are dated.
✓ Sections New or Expanded Include: application virtualization, cyber-terrorism, metropolitan area networks, cloud computing, expanded history of computing, search engine optimization, and trends in outsourcing and off-shoring.
✓ Discussions New or Expanded Include: IS careers and job market outlook (expanded), strategic uses of IS/IT (expanded), updated Java discussion to reflect most recent version: Java EE5, Facebook and YouTube (expanded), strategic data management (expanded), updated number of Internet users, updated Internet2, relationship between SCM, CRM, and ERP with regard to supporting corporate strategy, SCM as a top strategic objective of modern enterprises, use of digital billboards in targeted marketing, current state of cyber law (expanded), and strategic value of business intelligence activities in the modern organization (expanded).
✓ Coverage New or Expanded Include: Windows Server 2008, iPhone (expanded), e-commerce success factors (expanded), system implementation challenges (expanded), user resistance (expanded), end-user development (expanded), software piracy economic impacts (expanded), and IT governance (expanded), and HIPAA (expanded).
✓ New data relating to top retail web sites and online sales volume.
✓ End of Chapter Quizzes now contain a review question for each key term.
Essentials of Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs.

Contents
Chapter 1 Information Systems in Business
Chapter 2 Strategic Decision Making
Chapter 3 E-Business
Chapter 4 Ethics and Information Security
Chapter 5 IT Architectures
Chapter 6 Databases and Data Warehouses
Chapter 7 Networks, Telecommunications, and Wireless Computing
Chapter 8 Supply Chain Management
Chapter 9 Customer Relationship Management
Chapter 10 Enterprise Resource Planning and Collaboration Systems
Appendix A Business Basics (on the OLC only)
Appendix B Business Process (on the OLC only)

New to this Edition
- 40% new content includes:
  - The 15 Business Plug Ins have all been updated, and we've expanded the collection to now include 21 robust Business Plug Ins.
  - Updates to B1-B15
  - New Business Plug Ins B16-B21 include:
    - Operations Management
    - Organizational Architecture Trends
    - Business Intelligence
    - Global Information Systems
    - Innovation, Social Entrepreneurship, Social Networking, and Virtual Worlds
    - Mobile Technology
- Updated business examples throughout all units.
- 21 New Cases including political micro-targeting, MLB the real competitive advantages, Social Networking, E-espionage, Twitter, and Women in Technology.
- Added chapter 18: Managing Organizational Projects. Including SME’s and the project manager you need to know about.
- Business Plug In 15 takes a considerably deeper look at the PM's role in developing successful information systems using a variety of strategies and tools.
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- Chapter 1: Business Driven Technology
- Chapter 2: Identifying Competitive Advantages
- Chapter 3: Strategic Initiatives for Implementing Competitive Advantages
- 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 – Customer Relationship Management
- Chapter 12: Integrating the Organization from End-to-End – Enterprise Resource Planning

### Unit 4:
- Chapter 12: Integrating the Organization from End-to-End – Enterprise Resource Planning
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- Chapter 9: Enabling the Organization – Decision Making

### Unit 5:
- Chapter 16: Integrating Wireless Technology in Business
- Chapter 15: Creating Collaborative Partnerships
- Chapter 14: E-Business
- Chapter 13: Creating Innovative Organizations

### Technical Plug-Ins:
- B1 Business Basics
- B2 Business Process
- B3 Hardware and Software
- B4 Enterprise Architectures
- B5 Networks and Telecommunications
- B6 Information Security
- B7 Ethics
- B8 Supply Chain Management
- B9 Customer Relationship Management
- B10 Enterprise Resource Management
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- XLM H  Computer Crime and Digital Forensics
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- XLM M  Decision Analysis with Spreadsheet Software (Office 2007)
- XLM N  Network Basics
- XLM P  Computer Crime and Digital Forensics
- XLM Q  Implementing a Database with Microsoft Access (Office 2007)

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- NEW ORGANIZATION! All chapters are now together at the front of the text and all XLMs on together in an appendix or online. This new organization will be much simpler and cleaner for instructors confused by the way previous editions had some XLMs integrated between chapters.
- Many new examples and cases, including industry perspective boxes, chapter opening case studies, chapter closing case studies, and global perspective boxes.
- New or Expanded Topics:
  - Analytics/predictive analytics,
  - cloud computing,
  - Ethics,
  - Online scams and security
  - Viruses, worms, and botnets, and Trojan Horse viruses.

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**Chapter 2** Major Business Initiatives: Gaining Competitive Advantage with IT
**Chapter 3** Databases and Data Warehouses: Building Business Intelligence
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**Chapter 5** Electronic Commerce: Strategies for the New Economy
**Chapter 6** Systems Development: Phases, Tools, and Techniques
**Chapter 7** Enterprise Infrastructure, Metrics, and Business Continuity Planning: Building and Sustaining the Dynamic Enterprise
**Chapter 8** Protecting People and Information: Threats and Safeguards
**Chapter 9** Emerging Trends and Technologies: Business, People, and Technology Tomorrow
The Baltzan and Phillips approach in Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second. This approach takes the difficult and often intangible MIS concepts, brings them down to the student’s level, and applies them using a hands-on approach to reinforce the concepts. BDIS provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. BDIS is designed to give students the ability to understand how information technology can be a point of strength in an organization.

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**Module Four: Developing Information Systems**
- Chapter 11: Systems Development and Project Management
- Chapter 12: Innovation, Entrepreneurship, and 21st Century Global Business

**Endnotes**
- Glossary
- Index
This book aims at presenting a systematic knowledge of the management information technology, so that it can be appreciated and understood for application in business and industry. It has a balanced management and technology coverage, which makes the text indispensable for students and professionals. The new and updated fourth edition reflects the present trend prevailing in the information era. It shifts the focus on the information needs of a digital firm for running the business efficiently and effectively. The book continues to have five parts covering the text and comprehensive cases related to MIS.

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- Introduction to Digital Firm-Real Time Enterprise
- Traditional report oriented design of MIS replaced by strategic design of MIS
- New topics such as content management systems, enterprise portals, WiMax technology, unified communication technology, business intelligence, score cards, and dash board

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SQL SERVER 2005
The Complete Reference, 2nd Edition
Jeffrey Shapiro and Steen Bowman
2007 (March 2006)
ISBN: 9780072261523
An Osborne Media Title

SQL Server 2005 is Microsoft’s next-generation data management and analysis software designed to deliver increased scalability, availability, and security to enterprise data and analytical applications while making them easier to create, deploy, and manage.

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It is clear that marketing has changed significantly in the past few decades. So much so, that in 2004 and again in 2007, the American Marketing Association redefined the word “marketing” itself. Grewal/Levy is the first Principles of Marketing text to be written from the ground up using the new definition and its value focus. In keeping with the value theme of the text, the authors met face to face with more than 150 instructors and walked through each chapter of the text and each supplement of the package in order to provide the most current, useful text and package on the market. Other themes that permeate throughout the text are: services, ethics, global marketing and the power of the internet. Because services marketing and ethics in marketing play such vital roles in marketing practice today, the authors have dedicated an entire chapter to each of these concepts. The authors provide adding value, superior service, ethical and societal dilemmas and the power of the internet examples throughout, and everywhere these themes fit. The authors have also been careful to integrate the 4Ps of marketing with the overriding value theme.

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Website: www.mheducation.asia
This book is about marketing and marketing strategy planning. And, at its essence, marketing strategy planning is about figuring out how to do a superior job of satisfying customers. This author team takes that point of view seriously and believes in practicing what they preach. Your customers can trust that this new edition of Essentials of Marketing 12e—and all of the other teaching and learning materials that accompany it—will satisfy your customers’ needs.

Building on Pioneering Strengths. This author team pioneered an innovative structure—using the “four Ps” with a managerial approach—for the introductory marketing course. It quickly became one of the most widely used business textbooks ever published because it organized the best ideas about marketing so that readers could both understand and apply them. The unifying focus of these ideas is on how to make the marketing decisions that a manager must make in deciding what customers to target and how best to meet their needs. Over many editions of Basic Marketing and Essentials of Marketing, there have been constant changes 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.

What’s different about Basic Marketing? The success of this franchise is not the result of a single strength—or one long-lasting innovation. Other text books have adopted the four Ps framework and the Perreault author team has continuously improved the book. The text’s four Ps framework, managerial orientation, and strategy planning focus have proved to be foundation pillars that are remarkably robust for supporting new developments in the field and innovations in the text and package.

1. Essentials of Marketing teaches students analytical abilities and how-to-do-it skills that prepare them for success. The author team has deliberately included a variety of examples, explanations, frameworks, models, classification systems, cases, and “how-to-do-it” techniques that relate to our overall framework for marketing strategy planning. Similarly, the Marketing Plan Coach on the Student CD and the text website helps students see how to create marketing plans. Taken together, these items speed the development of “marketing sense” and enable the student to analyze marketing situations and develop marketing plans in a confident and meaningful way. They are practical and they work.

2. As opposed to many other marketing text books, the authors emphasize careful integration of special topics. Some textbooks treat “special” topics—like relationship marketing, international marketing, services marketing, marketing and the Internet, marketing for non-profit organizations, marketing ethics, social issues, and business-to-business marketing—in separate chapters. The authors deliberately avoid doing that because they are convinced that treating such topics separately leads to an unfortunate compartmentalization of ideas.

3. The comprehensive package of materials gives your customer the flexibility to teach marketing their way—or for the student, the ability to earn marketing their way.

NEW TO THIS EDITION

- One of the big changes has been the attention given to sustainability and its implications for marketers. Essentials of Marketing has long included discussions of the impact of marketing on the environment. Recently society has grown increasingly concerned with sustainability—the idea that it’s important to meet present needs without compromising the ability of future generations to meet their own needs. Marketing managers are responding to customer concerns—and almost every chapter in this edition of Essentials of Marketing now includes some discussion of sustainability. The entire text has been critically revised, updated, and rewritten. The authors have carefully consolidated and reorganized, and cut topics to make the book shorter and even more readable. Thus, most chapters in this edition are shorter than in the previous edition. Students want to read about the latest trends and marketing practices. Throughout every chapter, the authors have updated and added new discussions and examples of:
  - The evolution of advertising media including mobile advertising, blogs, social media like Facebook, and various forms of advertising on the Internet.
  - The role and process of customer search for information on the Internet—and its implications for marketing strategy.
  - The influence of word-of-mouth and how it has changed in the era of the Internet and customer review sites.
  - The needs of customers in emerging markets and developing countries—and how some organizations are meeting those customer needs.
  - The use of innovation and idea generation for new products and marketing mix elements—and how they’ve become key sources of competitive advantage.
  - The evolving nature of retailing on the Internet—as firms better understand what works and what doesn’t—and successful strategies that have emerged.
  - Lifetime customer value and customer equity.
  - Best practices in marketing, and how to avoid the mistakes of death-wish marketing (including errors and omissions all too common among many failed dot-com operators).
  - Effective e-commerce innovations and changes in marketing over the Internet.
  - The costs and benefits of different approaches for customer acquisition and retention.
  - Relationship building in marketing.
  - Customer service and customer retention.
  - Ethical issues and the social impacts of marketing and macro-marketing.
  - The importance of providing superior customer value as the means to achieve customer satisfaction and competitive advantage.
  - The growing uses of technology in organizational buying.
  - Low-cost methods for conducting marketing research and the use of specialized search engines.
  - The increasing emphasis on design in product development.
  - The circumstances when using direct channels of distribution make sense—and how to manage channel conflict that might come about when direct and indirect channels are used in combination.
  - Promotional campaigns that use viral communications to generate “buzz” among consumers.
  - New and emerging applications of customer relationship management databases and tools.

- Updates have extended beyond the book to our entire learning package, including:
  - PowerPoint presentations that have been completely updated and revised—including the addition of short video clips in each chapter—thereby reducing instructor preparation and increasing student interest.
A completely updated test bank of more than 5,000 questions – with more than 1,000 completely new questions—all written and edited by the authors.

Eight new full-length videos and video cases for use in your classes – to increase student involvement. These are in addition to the more than 150 video clips and 25 full-length videos.

An updated software interface for the computer-aided problems – to make them even easier for students to use.

An updated Marketing Plan Coach that has been converted to html and moved online – in addition to its home on the Student CD.

Eighteen Chapters – with an Emphasis on Marketing Strategy Planning. The emphasis of Essentials of Marketing is on marketing strategy planning. Eighteen chapters introduce the important concepts in marketing and help the student see marketing through the eyes of the manager. The organization of the chapters and topics is carefully planned. The authors took special care in writing so that:

• It is possible to rearrange and use the chapters in many different sequences—to fit different needs.

• All of the topics and chapters fit together into a clear, overall framework for the marketing strategy planning process.

Broadly speaking, the chapters fall into two groupings. The first seven chapters introduce marketing and a broad view of the marketing strategy planning process. They cover topics such as the marketing environment, segmentation, differentiation, and buyer behavior, as well as how marketing information systems and research provide information about these forces to improve marketing decisions. The second half of the text goes into the details of planning the four Ps, with specific attention to the key strategy decisions in each area. Then we conclude with an integrative review.

FEATURES

• The Four Ps. Clear interesting and authoritative coverage of all the basics of marketing, organized using the four Ps framework and a managerial strategy planning focus.

• 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 Essentials of Marketing, helping students integrate key marketing concepts.

• Integration of Special Topics. Careful incorporation of special topics such as e-commerce, marketing relationships, ethics and social responsibility, marketing over the Internet, and the marketing of services. These concepts cut across the marketing fabric and must be understood in this broader context for effective marketing strategy planning.

• Comprehensive Supplements. A flexible set of teaching and learning materials that help instructors meet their objectives and students efficiently learn marketing concepts.

• Author Commitment. Maintains an author team dedicated to continuous quality improvement that meets student and instructor needs.

• Beneficial Web Resources. Internet exercises that are more than an excuse to go to the web — they demonstrate key concepts from each chapter.

M: MARKETING
By Dhruv Grewal and Michael Levy of Babson College
2009 (January 2008)
ISBN: 9780077240806
(with Review Cards and OLC Access Card)
http://www.mhhe.com/grewalm

M:MARKETING is the newest Principles of Marketing textbook on the market, and was created with students' and professors' needs in mind. The content is the same as in the hard bound Grewal/Levy 1/e, except that a few of the chapters are combined. Students receive a cost-effective, easy to read text complete with study resources (both print and online) to help them review for tests and apply chapter concepts. Professors receive a text that contains all the pertinent information we know they cover in Principles of Marketing - yet in a more condensed format that is easier for students to cover. It also contains gradable online assignments for instructors to assign. MARKETING also includes comprehensive teaching support and online supplements.

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**MARKETING 9th Edition**

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

2009 (March 2008) / 800 pages

ISBN: 9780073404721

www.mhhe.com/kerin

Marketing, 9/e by Kerin, Hartley 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.

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**MARKETING Core, 3rd Edition**

By Roger A Kerin, Southern Methodist University, Steven W Hartley, University of Denver and William Rudelius, University of Minnesota-Minneapolis

2009 (November 2008) / 512 pages

ISBN: 9780073381060
ISBN: 9780077312398 (with Road Map)

http://www.mhhe.com/kerin

MARKETING: THE CORE, 3/e by Kerin, Hartley, and Rudelius continues the tradition of cutting-edge content and student-friendliness set by Marketing 9/e, but in a shorter, more accessible package. The Core distills Marketing’s 21 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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18. Implementing Interactive and Multichannel Marketing
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Appendix B: Planning a Career in Marketing

MARKETING IN ASIA

By Roger Kerin, Southern Methodist University, Steven Hartley, University of Denver, William Rudelius, University of Minnesota and Lau Geok Theng, National University of Singapore

2009 (July 2009)
ISBN: 9780071274258

An Asia Publication

Marketing in Asia in an Asian adaptation of Marketing, 9e by Kerin, Hartley and Rudelius. Marketing in Asia continues the tradition of the US versions of Marketing in leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty—from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program.

FEATURES

- Opening Vignettes: All chapters feature Asian companies or brands in their opening stories.
- Cases: All 22 chapters are accompanied with end of chapter Asian cases. There are 12 supplementary Asian cases.
- Examples, Illustrations and Statistics: All main examples and illustrations accompanying topic descriptions are adapted with Asian companies and brands. Data on Asian statistics replace those of American ones.
- Enhanced Test Bank: Test bank includes visuals from the text, charts, and graphs that are followed by questions. This allows faculty members to hold students accountable for the content in key graphical illustrations from the text.
- Using Marketing Dashboards Box: Marketing Dashboards and Marketing Metrics are the hottest topics marketing right now. This new box in the 9th edition, Using Marketing Dashboards, emphasizes the importance of marketing dashboards and marketing metrics.
- Marketplace Diversity: Careful attention is given to ethnic diversity in the marketplace and understanding the consumer in global markets. Several new cases and examples feature minority men and women, as well as companies (Starbury Shoes) whose mission is to develop products and services for diverse market segments.
- Building Your Marketing Plan: These end-of-chapter exercises ask students to practice marketing in a very practical and hands-on experience.

PRINCIPLES AND PRACTICE OF MARKETING
6th Edition

By David Jobber, University of Bradford

2009 (December 2009)
ISBN: 9780077123307

McGraw-Hill UK Title

Principles and Practice of Marketing truly sets the benchmark for achievement in introductory marketing courses. David Jobber’s clear writing style, engaging examples and comprehensive coverage of all the essential concepts combine to make this book a trusted and stimulating choice to support your course. This sixth edition is fully updated to offer a contemporary perspective on marketing, with the latest digital developments and both ethical and economic accountability emphasised throughout. You’ll find this book packed with examples of marketing practice in well-known companies, brought to life through real print, video and online advertising samples.
MARKETING

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23. International marketing
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Companies and brands index
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MARKETING CHANNELS

A Malaysian Experience
By Mohd Roslin Rosmimah and Tony Proctor
2009 (July 2009) / 236 pages
ISBN: 9789833850631
An Asian Publication

Marketing Channels: A Malaysian Experience provides a local flavour to one of the elements of the marketing mix — the channel of distribution as a strategic marketing application tool. Marketing channels has been an area of marketing that is often neglected by both practitioners and academics as a key contributor to the development of strategic marketing. As such, this book provides relevant coverage of key distribution applications pertinent to the development of effective marketing strategies. The book Marketing Channels integrates theory and practices in the simplest manner which will enable the readers, who have yet to be fully exposed to the concepts and practices of marketing channels to understand fairly easily and internalise the pertinent points of marketing channels. The book is appropriate for use by undergraduate students and graduate students who have never had a basic understanding of marketing channel concepts.

FEATURES

- Integrates marketing channel theory and practices through fairly simple illustrations of cases and situational analysis
- Highlights key concepts of marketing channels relevant to the Malaysian channel scenario
- Includes pertinent marketing channel concepts like relationship marketing, administrative structures and channel evaluation that are not commonly emphasized by channel text books focusing on principles and concepts
- Includes simple-to-understand case studies and short situations as illustrations of channel practices
This edition of Essentials of Marketing has been critically revised, updated, and rewritten to reflect new concepts, new examples, and recent "best practices." It builds on the foundation pillars of previous editions – the four Ps framework, managerial orientation, and strategy planning focus. 11e builds upon its pioneering beginnings with the marketing strategy planning model. The authors have made ongoing changes to the text to reflect marketing’s best practices and ideas. The supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing courses. The four Ps framework, managerial orientation, and strategy planning focus. 11e builds on the foundation pillars of previous editions – the four Ps framework, managerial orientation, and strategy planning focus. The authors have made ongoing changes to the text to reflect marketing’s best practices and ideas. The supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing courses.
MARKETING

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Aust Adaptation

MARKETING

By Roger Kerin, Southern Methodist University, John McDonnell, QUT, Julian De Meyrick, Macquarie University, Tony Garrett, Korea University Business School, Michael Rod, Victoria University of Wellington, Robert Rugambana, Griffith University, Steven W Bartle, University of Denver and William Radlulescu, University of Minnesota-Minneapolis

2007 (October 2007)
ISBN: 9780074716182
http://mhhe.com/au/kerin

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Part 2: Understanding Buyers and Markets
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Chapter 6: Reaching Global Markets

Part 3: Targeting Marketing Opportunities and Markets
Chapter 7: Turning Marketing Information into Action
Chapter 8: Identifying Market Segments and Targets

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Chapter 14: Integrated Marketing Communications
Chapter 15: Advertising, Sales Promotion, Public Relations and Personal Selling

MARKETING

A Practical Approach, 6th Edition

By Peter Rix, Blacktown College of TAFE

2007 (May 2007)
ISBN: 9780074717516
McGraw-Hill Australia Title
http://www.mhhe.com/au/rix6e

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ANNUAL EDITIONS: MARKETING 10/11

33rd Edition

By John E Richardson, Pepperdine University – Los Angeles

2011 (January 2010) / 224 pages
ISBN: 9780073528595

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

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ANNUAL EDITIONS: MARKETING 09/10
32nd Edition
By John E Richardson, Pepperdine University – Los Angeles

2010 (January 2009) / 256 pages
ISBN: 9780073528526
McGraw-Hill/Dushkin Title

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

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Glossary
Test Your Knowledge Form
Article Rating Form

MARKETING - SOFTWARE

International Edition
MARKETING GAME!
3rd Edition
By Charlotte Mason and William Perreault of University of North Carolina
2002 / 128 pages
ISBN: 9780072513806 (with Student CD-ROM)

The Marketing Game is a competitive marketing strategy simulation that allows students the opportunity to apply their marketing knowledge in a fun and interesting way. The Marketing Game is applicable for all areas of Marketing and all levels because the game is not based on just one simulation. Rather it is based on several simulations with one integrated framework. The instructor can decide the level of complexity by selecting the number of decision areas a student is forced to consider, thus making the game equally applicable for a first year Principles student and a Graduate student. The instructor can also “set up” or adjust the marketing environments in the simulation to meet specific learning or teaching objectives, and can decide if students will compete in groups against each other, or simply against themselves. The Marketing Game is based on realistic marketing and realistic marketing relationships, and allows for maximum flexibility.
MARKETING RESEARCH

ESSENTIALS OF MARKETING RESEARCH
2nd Edition
By Joseph Hair, Kennesaw State University, Mary Wolfenbarger, California State University–Long Beach, Robert Bush, University of Louisiana at Lafayette and David Ortinau, University of South Florida–Tampa

2010 (December 2009) / 416 pages
ISBN: 9780073404820
ISBN: 9780071220286 [IE]
http://www.mhhe.com/hair2e

Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors’ years of experience in real-world marketing research is evident throughout, from their thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules-of-thumb, conducting a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives students a strong command of market research principles, while being short enough to use alongside cases or projects.

NEW TO THIS EDITION

- An excellent continuing case throughout the book illustrates concepts using a realistic example. The Santa Fe Grill case centers on two college students opening their own business and now includes a competitive restaurant, Jose’s Southwestern Café. The addition of a competitor enables students to make comparisons of customer experiences in each of the two restaurants and to apply their research findings in devising the most effective marketing strategies for the Santa Fe Grill.

- A new feature, The Marketing Research Dashboard, has been included in all chapters. One or more discussion boxes were added in each chapter that focus on timely, thought-provoking issues in marketing research. Examples of topics covered include ethics, privacy and online data collection, particularly clickstream analysis, the role of Twitter in marketing research, and improving students’ critical thinking skills.

- The Second Edition of Essentials of Marketing Research offers a complete chapter on qualitative research that includes a sample report on a qualitative research project to help students better understand the differences in quantitative and qualitative reports.

- 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. The Second Edition includes additional material on selecting the appropriate statistical technique and extensive coverage of interpreting data analysis findings.

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Chapter 12—Examining Relationships in Quantitative Research
Chapter 13—Reporting and Presenting Results

INTERNATIONAL EDITION

MARKETING RESEARCH
4th Edition
By Joseph Hair, Louisiana State University—Baton Rouge, Robert P. Bush, University of Louisiana at Lafayette and David J. Ortinau of University of South Florida—Tampa
2009 (November 2008) / 736 pages
ISBN: 9780073404707
ISBN: 9780071270106 [IE]
http://www.mhhe.com/hair4e

Marketing Research, 4/e takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. This new edition was written to meet the needs of students through additional coverage of qualitative methods, emphasis on applied research projects as well as cases studies or exercises at the end of the chapters. The text is concise, highly readable and value-priced, yet it delivers the basic knowledge needed for an introductory text. The authors provide the student with an exciting, up-to-date text and an extensive supplement package.

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Chapter 18: Preparing and Presenting Marketing Research Reports
The book is written in an application-oriented manner and the use of case studies with SPSS component enhances the worth of this work not only for MBA students, but also for marketing research practitioners.

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MARKETING RESEARCH
By Donald R. Cooper, Florida Atlantic University—Boca Raton and Fumela S. Schindler, Wittenberg University
2006
ISBN: 9780073054308 (with Student CD)
ISBN: 9780071115711 [IE with Student CD]
http://www.mhhe.com/cooper06

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Consumer Behavior

CONSUMER BEHAVIOR
11th Edition
By Delbert I. Hawkins, University of Oregon, David L. Mothersbaugh, University of Alabama-Tuscaloosa and Roger J. Best, University of Oregon
2010 (January 2009) / 832 pages
ISBN: 9780073381107
ISBN: 9780077294106 (with DDB Lifestyle Study Data Disk)
ISBN: 9780071288415 [IE]
http://www.mhhe.com/hawkins11e

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
✓ Chapters have been updated with an eye toward important emerging trends and concepts.
✓ Consumer Insights: Over half of the consumer insights are new or substantially revised for the 11th edition. They span important topics including ethnicity, demographics, Internet marketing, persuasion, impulse buying, and mobile marketing.
✓ Opening Vignettes: Over half of the opening vignettes are new or substantially revised for the 11th edition. They span important topics including global, gender roles, ethnic marketing, marketing to children, customer satisfaction, and online marketing.
✓ Power Points: Over the course of the last two editions, the author team has created a new and more comprehensive set of PowerPoint slides for each chapter. These PowerPoint slides include the key material from each chapter as well as additional illustrations and examples to enhance the overall classroom experience. These PowerPoint slides can be used “off the shelf,” in combination with the instructor’s own materials, and/or can be combined with the digital four-color ad set to create powerful presentations which include both text and non-text materials.
✓ Another new feature for the 11th edition PPT package is embedded video clips. Each chapter will have a short, two to three minute video clip relating to one or more topics in the chapter that can serve as a basis for discussion. These clips represent examples that are NOT in the text.
✓ Videos can be an excellent way to kick off a chapter or a major segment of discussion. The authors have 15 videos for the 11th edition. Across the 10th and 11th editions, the author team has replaced virtually all the video selections to provide a more updated and targeted coverage of a broader set of chapters and concepts.
✓ The Instructor’s Manual also summarizes each video, provides guidance as to the relevant chapters for which it can be used, and provides questions that can be used to guide in-class discussion.
Data from DDB Worldwide’s 2004 lifestyle study have been included in a disk that accompanies the text. This data is new starting with the 10th edition and includes new and exciting variables relating to culture, ideal self, decision making, and internet shopping.

Key Technology:
- Instructor’s Manual: An important new feature of the Instructors Manual (IM) continued with the 11th edition is the CB Press Highlights section. This provides a synopsis and suggestions for in-class discussion of three articles for each chapter that are NOT in the text.
- Video Cases: Videos can be an excellent way to kick off a chapter or a major segment of discussion. The video cases provide expanded coverage of key topics and are available in DVD format.
- Test Bank: The test bank was redone from scratch in the 10th edition the authors continue to update and improve on the test bank in the 11th edition. Over 2000 questions ranging from multiple-choice, to true-false, to short-answer and coded according to degree of difficulty and are designed with the flexibility to suit students’ needs and teaching styles
- DDB Life Style Study™ Data: Data from DDB Worldwide’s 2004 lifestyle study have been included in a disk that accompanies the text. This data is new starting with the 10th edition and includes new and exciting variables relating to culture, ideal self, decision making, and internet shopping

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NEW TO THIS EDITION
- Consumer Insights show the relevance of consumer behavior concepts and give students real-life examples of marketing strategies.
- Updated chapter opening vignettes discuss real-world situations involving aspects of consumer behavior. Each chapter concludes with a “Back To…” section that summarizes how the chapter material relates to the opening examples.
- Revised Marketing Strategy in Action sections focus on consumer analysis issues facing real companies. These brief cases help to integrate consumer behavior information in the marketing strategy development process.

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CONSUMER BEHAVIOUR
2nd Edition
By Karen Webb, Western Sydney Institute of TAFE

2009 (November 2009)
ISBN: 9780070278370
McGraw-Hill Australia Title
http://www.mhhe.com/au/webb2e

The second edition of Consumer Behaviour by Karen Webb is a hands-on, practical text exploring the individual, social and lifestyle influences on consumer motivation and using this information to help assess and devise marketing strategies. Consumer Behaviour 2e is written specifically for VET students and structured around Certificate IV Marketing in the new training package (BSB07). This new edition has been completely redesigned and streamlined to ensure effective learning and understanding. It includes new material on social marketing and e-communication as well updated illustrations and exhibits. Consumer Behaviour 2e also features a new ‘Marketing In Focus’ component that gives a concise overview of topical cases at the beginning of each chapter. Each chapter also contains a summary, key terms and review questions. A supplement CD is available to lecturers and contains all of the ads and graphics from the text. Also available are PowerPoint slides, Testbank and an Instructor Resource Manual.

CONSUMER BEHAVIOR
Implications for Marketing Strategy, 5th Edition
By Pascale Quester, University of Adelaide, Cathy Neal, Queensland University of Technology, Simone Pettigrew, University of Western Australia, Martin Grimmer, University of Tasmania, Teresa Davis, University of Sydney and Del I Hawkins, University of Oregon
2007 (October 2007)
ISBN: 9780074716922
McGraw-Hill Australia Title
http://www.mhhe.com/au/questerneal5e

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CONSUMERS
2nd Edition
By Eric Arnould and Linda Price of University of Nebraska—Lincoln and George M. Zinkhan, University of Georgia
2004 / 896 pages
ISBN: 9780072537147 (Out of Print)
ISBN: 9780071247092 [IE]
http://www.mhhe.com/arnould04

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MARKETING MANAGEMENT

Text

International Edition

PREFACE TO MARKETING MANAGEMENT
12th Edition
By Paul Peter, University of Wisconsin-Madison and James Donnelly, University of Kentucky-Lexington
2011 (January 2010) / 288 pages
ISBN: 9780073529967
ISBN: 9780071221115 [IE]
(Details unavailable at press time)

NEW

MARKETING MANAGEMENT
By Greg W Marshall and Mark W Johnston of Rollins College-Winter Park
2010 (January 2009) / 768 pages
ISBN: 9780073529790
ISBN: 9780071288651 [IE]
http://www.mhhe.com/marshall1e

This is a textbook that instructors can connect with and students can learn from, in that it pulls them into the world of marketing through real-world applications. This textbook stays current by covering the hottest topics in this course area, such as Customer Relationship Management and Metrics, in a user-friendly, non-encyclopedic format.

FEATURES
- Marketing Plan - Early treatment and throughout every chapter. The Marketing Plan begins early, starting in Chapter two. There is an on-going activity in each chapter. Marshall and Johnston will also includes a Correlation Guide linking the Marketing Plan activities to the Marketing PlanPro software.
- Marketing Plan Pro and Correlation Guide—Marketing Plan Pro can be packaged with Marshall/Johnston for an additional cost to the book. In addition, Marshall and Johnston will have a Correlation Guide provided at no extra cost linking the Marketing Plan activities to the Marketing Plan Pro software.
- Customer Relationship Management – Marshall and Johnston dedicates an entire chapter to CRM, which is introduced early in chapter four.
- BusinessWeek Media Monthly Newsletter--Each month the authors of Marketing Management will provide an electronic newsletter including synopses of current BusinessWeek videos as well as discussion questions which correlate to relevant topics in the textbook.
- Decision-Making tools - Metrics & Real-World application Marshall/Johnston has a dedicated chapter on Metrics (Ch 19) unlike any other book in this market. Real-World application is given by Executive Perspectives opening each chapter.

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Chapter 2 Elements of Marketing Strategy and Planning
Chapter 3 Understanding the Global Marketplace: Marketing Without Borders

Part 2: Information Drives Marketing Decision Making
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Chapter 12 The Product Experience—New-Product Development
Chapter 13 Service as the Core Offering
Chapter 14 Managing Pricing Decisions

Part 4: TBD

Chapter 15 Managing Marketing Channels and the Supply Chain
Chapter 16 Points of Customer Interface—Bricks and Clicks
Chapter 17 Integrated Marketing Communications: Promotional Strategy, Advertising, Sales Promotion, and Public Relations
Chapter 18 Integrated Marketing Communications—Personal Selling, Direct Marketing, and Interactive Marketing
Chapter 19 The Marketing Dashboard: Metrics for Measuring Marketing Performance

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The concentration on strategic decision making sets this book apart from other texts that place greater emphasis on the description of marketing phenomena than on the strategic and tactical marketing decisions that managers and entrepreneurs must make each and every day. This edition continues to be the most current and Internet-savvy book available, injecting the latest developments in Internet-based communication and distribution technology into every chapter. The author team’s rich entrepreneurial, marketing management, and consulting experience spans a broad variety of manufacturing, service, software, and distribution industries, providing an abundance of real-world, global perspectives.

NEW TO THIS EDITION

- New material to address four key trends that are sweeping the world or marketing theory and practice has been added:
  - The greater interest of many of today’s students in the entrepreneurial field and in learning what they will need to run their own companies at any point in their careers.
  - The growing importance of rapidly-emerging markets like India and China on the global economic stage and the growing realization in companies everywhere that business today is a global industry.
  - Companies’ awareness of the measurement of marketing performance and the extent to which marketing activities and spending contribute to the creation of shareholder value.
  - The inexorable rise of the Internet and its wider implications for marketers.
- Stronger coverage of branding (Chapter 8)
- New Examples: Many of the new examples were chosen for the purpose of increasing the book’s global focus and international perspective. Extensive effort was made to find and incorporate examples of marketing strategies and actions from firms and not-for-profit organizations around the world, not just in the United States. Many of the extensive case vignettes that open each chapter now focus on firms in Europe, Asia, and Africa.

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Section Four: Strategic Marketing Programs for Selected Situations
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Section Five: Implementing and Controlling Marketing Programs
Chapter 17 Organizing and Planning for Effective Implementation
Chapter 18 Measuring and Delivering Marketing Performance
MARKETING MANAGEMENT

By Christian Homburg, Sabine Kuester and Harley Krohmer

2008 (November 2008)

ISBN: 9780077117245

McGraw-Hill U.K. Title

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

Marketing Management: A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe. The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies. This exciting new book combines scholarly international research with relevant and contemporary examples from markets and brands across the world. The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research, helping students to understand how marketing concepts can be applied and implemented. The book covers a full range of industries including business-to-customer, business-to-business, services marketing, retailing and international marketing from companies around the globe.

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End of Part Case Study – Magnum Ice Cream: A Unilever Success Story

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Marketing Management - Text & Cases

MARKETING MANAGEMENT
Text and Cases
2005 / 832 pages
ISBN: 9780072967623 (Out of Print)
ISBN: 9780071242189 [IE]

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Strategic Marketing - Text

MARKETING STRATEGY
A Decision-Focused Approach, 7th Edition
By Orville C Walker, University of Minnesota-Minneapolis, John Mullins, University of Denver and Harper Boyd (deceased)
2011 (February 2010) / 384 pages
ISBN: 9780073381152
ISBN: 9780070171466 [IE]

MARKETING STRATEGY
A Decision Focused Approach, 6th Edition
By Orville C Walker, University of Minnesota-Minneapolis, John Mullins, University of Denver and Harper Boyd (deceased)
2008 (October 2007) / 384 pages
ISBN: 9780073529899
ISBN: 9780071263917 [IE]

http://www.mhhe.com/walker08
Marketing Strategy 6/e is a flexible, short, paper-back text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing’s cross/inter-functional relationships. The book’s strategic decision making remains the key strength of this text while separating itself from all the competitors. The 6th edition helps students integrate what they have learned about analytical tools and the 4Ps of marketing within a broader framework of competitive strategy. Four key and relevant trends that are sweeping the world of marketing theory and practice are integrated throughout this new edition.

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Strategic Marketing - Text & Cases

International Edition

STRATEGIC MARKETING
9th Edition
By David Cravens, Texas Christian University and Nigel Piercy, Warwick University
2008 (February 2008) / 752 pages
ISBN: 9780073381008
ISBN: 9780071263351 [IE]
www.mhhe.com/cravens9e

Strategic Marketing 9/e by Cravens and Piercy is a text and casebook that discusses the concepts and processes for gaining the competitive advantage in the marketplace. The book is designed around the marketing strategy process with a clear emphasis on analysis, planning, and implementation. This new edition uses a decision-making process to examine the key concepts and issues involved in analyzing and selecting strategies. Marketing strategy is considered from a total business perspective as instructors want to examine marketing strategy beyond the traditional emphasis on marketing functions. The length and design of the book offer flexibility in the use of the text material and cases. New features and updated cases have made this text the most relevant text in the market today.

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Strategic Marketing - Cases

THE CHINA CASEBOOK
By Wilfried Vanhonacker
2004 / 368 pages
ISBN: 9780071237628
An Asian Publication

The China Casebook contains 20 case studies which span various industries, from services to fast-moving consumer goods. Some of the companies are local Chinese enterprises while others are foreign investment enterprises. Collectively, the issues raised in the cases cover most of the strategic and operational ones companies that operate in China run into. As not all cases are success stories, the comprehensive set highlights the dos and don’ts of operating in China. Besides being an excellent basis for course development, the casebook also provides stimulating reading for all interested in and actually doing business in China.

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5. Cyberway Computer Communications Co. Ltd.
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19. Tony Roma’s in Shanghai
20. Beijing Wangfujing Department Store (Group) Co. Ltd.
**MARKETING**

**International Edition**

**STRATEGIC MARKETING MANAGEMENT CASES**

7th Edition

By David Cravens, Texas Christian University

2002

ISBN: 9780071124911 [IE with Excel Spreadsheet CD]

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**Advertising & Promotion / IMC**

**CONTEMPORARY ADVERTISING**

13th Edition

By William F. Arens (deceased), Michael F. Weigold, University of Florida @ Gainesville and Christian Arens

2011 (January 2010) / 736 pages

ISBN: 9780073381077
ISBN: 9780071284790 [IE]

http://www.mhhe.com/arens

Contemporary Advertising, 12/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 stand-point 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.

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1 What Is Advertising Today?
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3 The Economic, Social, and Regulatory Aspects of Advertising
4 The Scope of Advertising: From Local to Global
5 Marketing and Consumer Behavior: The Foundations of Advertising
6 Market Segmentation and the Marketing Mix: Determinants of Advertising Strategy
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17 Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion
18 Relationship Building: Public Relations, Sponsorship, and Corporate Advertising

Epilogue Repositioning a Brand
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Essentials of Contemporary Advertising, 2/e by William Arens and David Schaefer explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors’ goal is to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the student’s “real life.” This approach truly transcends the conceptual and propels students into an exciting and practical dimension.

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The whole is greater than the sum of the parts: this is the most basic premise of integrated marketing communication (IMC). Synergies can be generated if marketing communication is considered as a whole rather than planning advertising, public relations or promotion in isolation. This title takes this approach and can truly make the claim to be the first genuinely IMC text. Responding to market demands, this title is has been comprehensively re-organised into 4 parts (16 chapters) to suit Australia/New Zealand one-semester courses. Part 1 puts marketing communication into an Australia and New Zealand context. Armed with the context, students are given an overview of the communication process and basic theories and models in Part 2. In Part 3 students can begin to plan strategy with confidence and decide on tactics. By Part 4, students are able to integrate strategies and look at a number of different communication disciplines - direct and interactive, public relations and sponsorship, sales promotion and personal selling.

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Case: Virgin Credit Card

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International Edition

**PRINCIPLES OF ADVERTISING AND IMC**
2nd Edition
By Tom Duncan, University of Colorado Boulder
2005 / 800 pages

http://www.mhhe.com/duncan05

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Part V The Big Picture
Chapter 20 Social, Legal, and Ethical Issues in Marketing Communications
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Advertising Supplements

**WHICH AD PULLED BEST?**
10th Edition
By Scott C. Purvis, Gallup & Robinson, Inc.
2011 (March 2010) / 160 pages
ISBN: 9780078112072

(Details unavailable at press time)

Selling

International Edition

**ABC'S OF RELATIONSHIP SELLING**
11th Edition
By Charles Fatrell, Texas A&M University
2011 (January 2010) / 512 pages
ISBN: 9780078112072
ISBN: 9780071289283 [IE]
http://www.mhhe.com/fatrellABC11e

(Details unavailable at press time)

International Edition

**RELATIONSHIP SELLING**
3rd Edition
By Mark Johnston and Greg Marshall of Rollins College-Winter Park
2010 (March 2009) / 480 pages
ISBN: 9780073404837
ISBN: 9780070172470 [IE]
http://www.mhhe.com/johnston3e

Now available in its third edition, Relationship Selling has struck a chord with instructors and students throughout the selling discipline. As its title suggests, Relationship Selling focuses on creating and maintaining profitable long-term relationships with customers, highlighting the salesperson as an essential element in communicating value to customers. This same approach is used successfully at firms throughout the world-no surprise given the extensive real-world sales and consulting experience of this author team. From its numerous role-plays and pedagogical aids to its student-friendly style and stellar teaching support, Relationship Selling is a fast-rising favorite of students and instructors alike.

NEW TO THIS EDITION

- New Leadership updates including: “Six Business Trends Every Salesperson Must Know” and “When the Boss is Based Far, Far Away” (Ch. 2); “On the Value of Professionalism” (Ch. 3); “Four Classic Categories of Prospects (Ch. 5)
- New and Revised Coverage of Creating Customer Value (Ch. 3) including a new discussion of the changing customer and updates on implementing value-adding services and being your own brand.
- New Expert Advice profiles in chapters 3, 5, and 8. Expert Advice profiles showcase working professionals who have found success in relationship selling by applying aspects of the principles and concepts discussed in the chapter.
- New and Revised Innovation features throughout the entire book.
Selling: Building Partnerships, 7e remains the most innovative textbook in the Selling course area today with its unique role plays and partnering skills which are critical skills for all business people. The authors emphasize throughout the text on the need for salespeople to be flexible—to adapt their strategies to customer needs, buyer social styles, and relationship needs and strategies. This is followed by a complete discussion of how effective selling and career growth are achieved through planning and continual learning. This market leading text has been updated to continue its relevance in the Selling market today just as it was twenty years ago.

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Chapter 16: Managing Within Your Company
Chapter 17: Managing Your Career

SALES FORCE MANAGEMENT
10th Edition
By Mark Johnston and Greg Marshall of Rollins College-Winter Park
2011 (March 2010) / 512 pages
ISBN: 9780073404851
ISBN: 9780071220910 [IE]
(Details unavailable at press time)

CHURCHILL/FORD/WALKER’S SALES FORCE MANAGEMENT
9th Edition
By Mark Johnston and Greg Marshall of Rollins College-Winter Park
2009 (March 2008) / 512 pages
ISBN: 9780073529875
ISBN: 9780071288057 [IE]
http://www.mhhe.com/sfm9e

Sales Force Management, 9e remains the most definitive text in the field today. Mark Johnston and Greg Marshall team up to maintain the quality and integrity of earlier editions while also breaking new ground with relevant new content for the changing field. The familiar framework of this text – from which instructors love to teach – remains the same while relevant, real-world student learning tools and up-to-date sales management theory and application have been added. The framework has been developed to portray sales managers’ activities as three interrelated, sequential processes, each of which influences the various determinants of salesperson performance. The three interrelated parts of the framework, formulation of a sales program, implementation of the sales program, and evaluation and control of the sales program, remain consistent and highly relevant in the 9th edition. This edition integrates new, innovative learning tools and the latest in sales management theory and practice.

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Chapter 11: Designing Compensation and Incentive Programs
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Chapter 12: Cost Analysis: Analyzing the Cost of Implementing CRM for Neobrands
Chapter 13: Behavior and Other Performance Analyses
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
ISBN: 9780073529776
ISBN: 9780071259446 [IE]

Management of a Sales Force is the best selling text in the sales management market, with a reputation for blending leading-edge research and student-friendly writing better than any other book. The 12th edition has been thoroughly revised to reflect all the changes that affect the sales manager’s role, from the increasing globalization of business to savvier customers who now use the internet to research their purchasing decisions. All chapters have been updated with current company examples that demonstrate how the best sales executives are adapting to these and other new challenges. In addition, the latest sales management research studies and reports are presented in a straightforward, easy-to-read manner, making Management of a Sales Force, 12e, by far the most current sales management textbook on the market.

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Business to Business

BUSINESS TO BUSINESS MARKETING
By Biemans
2010 (March 2010)
ISBN: 9780077121891
McGraw-Hill UK Title
(Details unavailable at press time)

International Edition

BUSINESS MARKETING
Connecting Strategy, Relationships and Learning, 4th Edition
By Robert Dwyer, University of Cincinnati and John Tanner, Baylor University
2009 (January 2008) / 736 pages
ISBN: 9780073529905
ISBN: 9780071263436 [IE]
http://www.mhhe.com/dwyer4e

Business Marketing, 4e is targeted at the undergraduate Business Marketing course to students who want to succeed in business to business marketing. This edition combines a theory-driven yet hands-on approach to show students how to make profitable and quality business marketing decisions. This well known text introduces the concepts of marketing to businesses and stresses the importance of customer relationship and knowledge management.

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Part I: Business Markets and Business Marketing
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Chapter 2 The Character of Business Marketing
Chapter 3 The Purchasing Function
Chapter 4 Organizational Buyer Behavior
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Chapter 12 The One-To-One Media
Chapter 13 Sales and Sales Management
Chapter 14 Pricing & Negotiating for Value
Part IV: Managing Programs and Customers
Chapter 15 Evaluating Marketing Efforts
Chapter 16 Customer Retention and Maximization
Cases
1. Blue track Sourcing 2. Calox (A) (B) 3. Daynor Chemical Company
BUSINESS MARKETING IN ASIA
By Lau Geok Theng
2007 (July 2007)
ISBN: 9780071247399
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
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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 Chuloong-Leekang 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
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Product Management
International Edition

PRODUCT MANAGEMENT
4th Edition
By Donald Lehmann, Columbia University and Russell Winer, University of California
2005 / 512 pages
ISBN: 9780071238328 [IE]
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
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Chapter 6: Customer Analysis
Chapter 7: Market Potential and Sales Forecasting
Chapter 8: Developing Product Strategy
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Chapter 10: Pricing Decisions
Chapter 11: Advertising Decisions
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Chapter 15: Financial Analysis
Chapter 16: Marketing Metrics

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Website: www.mheducation.asia
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
ISBN: 9780073529882
ISBN: 9780071263368 [IE]
http://www.mhhe.com/crawford9e

Written with a managerial focus, New Product Management by Crawford and Di Benedetto is useful to the practicing new products manager. Along with the management approach, the perspective of marketing is presented throughout which enables the text to have a balanced view. The authors aim to make the book increasingly relevant to its users as this revision is considered to be a “new product.” Many new examples, cases, and research along with the most current topics highlight the new edition of New Product Management.

CONTENTS
Part One: Overview and Opportunity Identification/Selection
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Chapter 3: Opportunity Identification and Selection: Strategic Planning for New Products
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Chapter 5: Problem-Based Ideation: Finding and Solving Customers’ Problems
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Chapter 12: Product Protocol
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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

International Edition

PRODUCT DESIGN AND DEVELOPMENT
4th Edition
By Karl Ulrich, University of Pennsylvania and Steven Eppinger, Mass Institute of Tech
2008 (July 2007) / 384 pages
ISBN: 9780073101422
ISBN: 9780071259477 [IE]
http://www.ulrich-eppinger.net

Treating such contemporary design and development issues as identifying customer needs, design for manufacturing, prototyping, and industrial design, Product Design and Development by Ulrich and Eppinger presents in a clear and detailed way a set of product development techniques aimed at bringing together the marketing, design, and manufacturing functions of the enterprise. The integrative methods in the book facilitate problem solving and decision making among people with different disciplinary perspectives, reflecting the current industry toward designing and developing products in cross-functional teams.

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Chapter 1 Introduction
Chapter 2 Development Processes and Organizations
Chapter 3 Product Planning
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Chapter 10: Information Systems and Supply Chain Management

Section III: Merchandise Management
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Chapter 5: Retailing Market Strategy

Chapter 6: Financial Strategy

Chapter 7: Retail Locations

Chapter 8: Retail Site Location

Chapter 9: Human Resource Management

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Chapter 12: Managing Merchandise assortments

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Chapter 18: Store Layout, Design, and Visual Merchandising

Chapter 19: Customer Service
MARKETING

NEW

SUPPLY CHAIN MANAGEMENT FOR RETAILING
By Ray
2009 (August 2009)
ISBN: 9780070145047
McGraw-Hill India Title
(Details unavailable at press time)

NEW

COMMUNICATION FOR RETAIL PROFESSIONALS
By Ashraf Rizvi and Ramneek Kapoor
2009 (July 2009)
ISBN: 9780070146839
McGraw-Hill India Title

This book provides a clear, accessible and focused instruction with sufficient self-study material on fundamentals of communication for retail professionals, effective communication strategies, and verbal interaction skills for business. The book has a practitioner’s perspective with a lot of examples and real-life situations from retail organizations.

CONTENTS
Chapter 1 Retail Scenario in India
Chapter 2 Retail Communication and Management
Chapter 3 Communication Challenges for Retail Salespersons
Chapter 4 Communication for Customer Relationship Management
Chapter 5 Customer Interactions
Chapter 6 Effective Listening for Retail Salespersons
Chapter 7 Team Communication for Retail Management
Chapter 8 Nonverbal Communication in Sales
Chapter 9 Application of Product Knowledge in Retail Sales
Appendix: Spoken English for Retail Professionals

NEW

RETAIL FRANCHISING
By Manish Sidhpuria, South Gujarat University
2009 (May 2009) / 188 pages
ISBN: 9780070145030
McGraw-Hill India Title
http://www.mhhe.com/franchising

The book would appeal to the students of full time diploma programme the project under review is unique, fresh and very innovative the Indian examples cited are quite interesting the pedagogical approach taken by the author could be rated as 4/5 the subject matter is simple and comprehensible, and quite complete the book contains enough examples and cases from the Indian context

✓ The first title in “Retail Education” series
✓ Ideal for the short term courses in retailing as well as MBA / PGDM (Retail)

FEATURES
✓ Comprehensive discussion on the concept of “Franchising” as an entry route in business and also as a strategy for growth
✓ Focus on franchising in the retail sector
✓ Discussion supported by cases
✓ Companion website containing additional resources

CONTENTS
PART I: BASICS OF FRANCHISING
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PART IV: CASE STUDIES
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International Marketing

INTERNATIONAL MARKETING
3rd Edition
By Pervez Ghauri, UMIST and Graham Cateora, University of Groningen
2010 (March 2010)
ISBN: 9780077122850
McGraw-Hill UK Title
(Details unavailable at press time)

MARKETING PLANNING
2nd Edition
By Svend Hollesen, University of Southern Denmark
2010 (July 2010)
ISBN: 9780077127138
McGraw-Hill UK Title
(Details unavailable at press time)

INTERNATIONAL MARKETING
14th Edition
By Philip R Cateora, University of Colorado-Boulder and John Graham, University of California-Irvine
2009 (November 2008) / 736 pages
ISBN: 9780073380988
ISBN: 9780071288385 [IE]
http://www.mhhe.com/cateora14e

Cateora and Graham's International Marketing is far and away the best selling text in the field, with a pioneering approach to making the material accessible and relevant that has become the standard by which other books are judged. Providing a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics, Cateora helps students to see the cultural and environmental uniqueness of any nation or region. The 14th edition reflects all the important events and innovations to affect global business within recent years, while including several new and updated technological learning tools.

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Part One: An Overview
1. The Scope and Challenge of International Marketing
2. The Dynamic Environment of International Trade
Part Two: The Cultural Environment of Global Markets
3. History and Geography: The Foundations of Culture
4. Cultural Dynamics in Assessing Global Markets
5. Culture, Management Style, and Business Systems
6. The Political Environment: A Critical Concern
7. The International Legal Environment: Playing by the Rules
Part Three: Assessing Global Market Opportunities
8. Developing a Global Vision through Marketing Research
9. Emerging Markets
10. Multinational Market Regions and Market Groups
Part Four: Developing Global Marketing Strategies
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12. Products and Services for Consumers
13. Products and Services for Businesses
14. International Marketing Channels
15. Exporting and Logistics: Special Issues for Business
16. Integrated Marketing Communications and International Advertising
17. Personal Selling and Sales Management
18. Pricing for International Markets
Part Five: Implementing Global Marketing Strategies
19. Negotiating with International Customers, Partners, and Regulators
Part Six: Supplementary Material
THE COUNTRY NOTEBOOK—A Guide for Developing a Marketing Plan
CASES

INTERNATIONAL MARKETING
By Geri Clarke and Ian Wilson
2009 (April 2009) / 400 pages
ISBN: 9780077115852
McGraw-Hill UK Title

International Marketing takes a thematic approach to marketing in the 21st century. While academically rigorous, this comprehensive text provides students with plenty of opportunities to apply and evaluate models, “think outside the box” and engage in debate which will help them develop the skills and knowledge they need for the world of business. This book provides students with the skills to carry out international marketing planning, management and execution from both commercial and not-for-profit perspectives. These skills involve building effective international marketing plans by developing compatible strategies and efficient operations. While underpinned by the latest developments in academic and practitioner research International Marketing remains uniquely accessible and relevant to today's students by encouraging them to engage in self-development, debate and reflection. It will help them to become effective practitioners with the knowledge to continue questioning, thus encouraging a challenging and enquiring mind.

FEATURES
- International Marketing includes coverage of international issues including emerging markets, market entry strategies, environment, culture country of origin, and planning.
- European and global examples and cases, including Bentley, Phillips and Michelin.
- Tasks and discussion questions that encourage students to apply, analyse and evaluate the knowledge gained in the text.
- A chapter on international marketing planning.
In this era of rapid global economic growth and change, an understanding of how marketing is impacted by culture and society is important. This best-selling text by Cateora has now been optimised for the Australia and New Zealand context, with particular attention paid to Asia-Pacific geographical, social and cultural characteristics. New chapters have been included on SMEs and ‘born globals’, risk management and funding sources. Current legal and political issues, including the Australian Free Trade Association and international trading agreements, are also covered. Relevant and up-to-date, this title addresses the needs of the region’s marketing practitioners - adding substantially to knowledge of the immediate region whilst maintaining the integrity of the original text.

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1. The scope and challenge of international marketing
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13. Products and services for businesses
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15. Exporting, managing and logistics
16. Integrated marketing communications and international advertising
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End of book cases
Starbucks—going global fast
Nestle—the infant formula controversy
Coke and Pepsi learn to compete in India
The not-so-wonderful world of EuroDisney
Cultural norms, Fair & Lovely and advertising
Ethics and Airbus
Corruption: what it entails and why it should be stopped
International marketing research at the Mayo Clinic
Swifter, higher, stronger, dearer
easyCar.com
Marketing to the bottom of the pyramid
McDonald’s and obesity
National Office Machines—motivating Japanese salespeople: straight salary or commission
AIDS, condoms and carnival
Selling tobacco to third-world countries
Australian alpine resorts to the world
Kingfisher Patisseries goes international
INTERNATIONAL MARKETING
By Justin Paul
2007 / 608 pages
ISBN: 9780070635883
McGraw-Hill India Title
http://www.mhhe.com/paul-kapoor

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1. Concept and Process of International Marketing
2. WTO and Implications on International Marketing
3. Emerging Trends and Internationalisation of Firms
4. Country Analysis, Selection, Market Size and Marketing Mix
5. International Marketing Research and Opportunity Analysis
6. Cultural Factors and Environment
7. Political Factors Environment
8. Legal Aspects and International Environment
10. Market Entry Modes – JV, Alliances
11. International Product Policy, Planning and Strategy
12. Pricing Strategy and Decision for International Marketing
13. International Distributions, Logistics and Supply Chain Management
14. Product Promotion, advertising and Building Brands in Foreign Markets
15. Personal Selling and Multinational Sales Management
16. Organising and Doing Business with other countries
17. Export Marketing Documents and Procedures
18. Global Issues – The Internet and E-Commerce

Services Marketing

International Edition

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
2009 (May 2008) / 736 pages
ISBN: 9780073380933
www.mhhe.com/zeithaml5e

Services Marketing, 5/e, recognizes that services present special challenges that must be identified and addressed in real circumstances. The heart of the book’s content is to develop strong customer relationships through quality service. The book also focuses on knowledge needed to implement service strategies for competitive advantage across industries. Hence, frameworks for customer-focused management, and strategies for increasing customer satisfaction and retention through service are included in the fifth edition.

CONTENTS
Part One Foundations for Services Marketing
1. Introduction to Services

Part Two Focus on the Customer
3. Consumer Behavior in Services
4. Customer Expectations of Service
5. Customer Perceptions of Service

Part Three Understanding Customer Requirements
6. Listening to Customers Through Research

7. Building Customer Relationships
8. Service Recovery
Part Four Aligning Service Design and Standards
9. Service Development and Design
10. Customer-Defined Service Standards
11. Physical Evidence and the Servicescape
Part Five Delivering and Performing Service
12. Employees’ Roles in Service Delivery
13. Customers’ Roles in Service Delivery
14. Delivering Service Through Intermediaries and Electronic Channels
15. Managing Demand and Capacity
Part Six Managing Service Promises
16. Integrated Services Marketing Communications
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Part Seven Service and the Bottom Line
18. The Financial and Economic Impact of Service Cases
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UK Adaptation

SERVICES MARKETING
Integrating Customer Focus across the Firm
By Alan Wilson and Valerie Zeithaml of University of North Carolina-Chapel Hill and Mary Jo Bitner, Arizona State University-Tempe
2008 (February 2008) / 576 pages
ISBN: 9780077107956
McGraw-Hill UK Title
http://www.mcgraw-hill.co.uk/textbooks/wilson

European economies are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. This European edition provides students with a complete introduction to the unique marketing challenges that services present. Guiding students to recognize and understand these special characteristics, the text also explores frameworks for developing and implementing service strategies for competitive advantage across a wide array of industries. European examples, cases and readings have been integrated throughout the chapters, and the material has also been updated and restructured to reflect the latest thinking in services marketing. This book is ideal for services marketing modules at the undergraduate, postgraduate (both masters and doctoral courses), and executive education levels.

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1. Tesco - The Customer Relationship Management Champion
2. People, Service and Profit at Jyske Bank
3. easyCar.com
4. Telecom Italia Mobile: Making Profits in a Mature Market
5. McDonalds in the UK: The Competitive Strategies
6. Call Center Europe
7. Disneyland Resort Paris: Mickey Goes to Europe
8. Giordano

PRINCIPLES OF SERVICES MARKETING
5th Edition
By Adrian Palmer, Gloucestershire Business School-Cheltenham
2007 (December 2007) / 592 pages
ISBN: 9780077116279
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/palmer

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Part 1 – Service contexts
1. What is services marketing?
2. Growth and the development of service brands
Part 2 – Defining the service
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5. Making services accessible to consumers
Part 3 – Understanding consumers and developing new services
6. Understanding services buying behaviour
7. Relationships, partnerships and networks
8. Innovation and new service development
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10. The marketing impacts of services employees
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14. International services marketing
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Index of authors cited
Index of subjects

Brand Marketing

MANAGING BRANDS
By Sylvie Laforet

2009 (November 2009) / 560 pages
ISBN: 9780077117481
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/laforet

Managing Brand: a contemporary perspective takes a fresh new look at brand management and strategy and the pivotal role of branding in today’s business environment. Written for students of branding at undergraduate and postgraduate levels, this book provides students with an incisive account of how successful brands are created, built and managed. Clear and comprehensive coverage examines the naming, design and packaging of a brand, how brand images and messages are created, and the theory of positioning brands in the market. The text also tackles how to successfully extend brands and manage brand portfolios, and sustain brands throughout their life cycle. Informed by the latest research and developments in branding, this textbook also has an emphasis on the managerial, corporate and strategic decisions facing today’s brand manager, including:

• Brand equity- what brands are worth to companies and how they can be valued
• Building brands and building the business- how brands contribute the success of corporations and companies • The role of brands in building corporate reputation- harnessing the power of social marketing and facing the challenges of ethical, environmental, and socially responsible branding.

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Part Two Managing Brands - Creating and Sustaining Brand Equity
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Chapter 6 Brand Architecture
Chapter 7 Brand Extension
Chapter 8 Managing Brands Across Life Cycle
Chapter 9 Building Brand and Corporate Reputation
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Chapter 11 Retail Brands vs. Manufacturer Brands
Chapter 12 Packaging Design and Branding for the Consumer
Chapter 13 Country of Origin Branding
SALES & MARKETING
A Textbook for the Hospitality Industry
By Sudhir Andrews
2009 (June 2009)
ISBN: 9780070153233
McGraw-Hill India Title

The objective of this book is to empower the hospitality education sector in India on the subject of sales and marketing of hospitality products and services. The book discusses in detail the various concepts, strategies and facts related to sales and marketing of hospitality services and products.

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Chapter 1 Introduction to Marketing and Service
Chapter 2 Marketing Environment and Market Research
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Chapter 9 People as a Marketing Proposition
Chapter 10 Physical Evidence as a Marketing Strategy
Chapter 11 Processes as a Marketing Support
Chapter 12 Strategic Marketing Planning and Control
Appendix: I International Hotel Chains the World
Appendix: II Glossary
References

EVENTS AND MICE MANAGEMENT IN ASIA
By Glenn McCartney
2009 (October 2009) / 300 pages
ISBN: 9780071272155
An Asian Publication

(Details unavailable at press time)
Chapter 32 The Hiring Process
Chapter 33 Orientation and Socialisation
Chapter 34 Training and Development
Chapter 35 Leadership and Motivation
PART XII: HYGIENE, SANITATION AND SAFETY
Chapter 36 Hygiene and Sanitation
Chapter 37 Hazard Analysis Critical Control Point
Chapter 38 Safety
PART XV: MANAGING FRONT-OFFICE HUMAN RESOURCES
1. The Recruitment and Selection Process
2. Orientation and Socialization
3. Training and Development
PART XV: INTERPERSONAL COMMUNICATION
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PUBLIC RELATIONS

The Profession and the Practice, 3rd Edition
By Dan L Lattimore, University of Memphis, Otis W Baskin, Pepperdine University-Los Angeles, Suzette T Heiman, University of Missouri-Columbia and Elizabeth L Toth, University of Maryland-College Park
2009 (November 2008) / 384 pages
ISBN: 9780073373879
ISBN: 9780071288880 [IE]
http://www.mhhe.com/lattimore3e

Coverage of global markets, new technologies, and multiculturalism throughout make this dynamic text the cutting-edge choice for public relations courses. Accompanied by unique, free online video interviews of leaders in the public relations field, the text presents and explains in a personal, jargon-free style the fundamental tools of public relations practice, providing a multi-disciplinary understanding of the emerging trends within the field. Critical changes in society and technology lend importance to the increasing emphasis in the management function of public relations. While traditional media is still the foundation of public communication, the new social media now provides a much more personal and interactive form of public relations. This book thus provides the user with the ability to create effective messages using both the new social media as well as traditional media.

CONTENTS
Part I: THE PROFESSION
Chapter 1. The Nature of Public Relations
Chapter 2. The History of Public Relations
Chapter 3. A Theoretical Basis for Public Relations
Chapter 4. Law and Ethics
Part II: THE PROCESS
Chapter 5. Research: Understanding Public Opinion
Chapter 6. Strategic Planning for Public Relations Effectiveness
Chapter 7. Action and Communication

Chapter 32 The Hiring Process
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2. Orientation and Socialization
3. Training and Development
PART XV: INTERPERSONAL COMMUNICATION
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TEXTBOOK OF HOUSEKEEPING
MANAGEMENT AND OPERATIONS

By Sudhir Andrews
2007 (July 2007) / 484 pages
ISBN: 9780070655720
McGraw-Hill India Title

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Chapter 1 Overview
Chapter 2 Organization of the Housekeeping Department
Chapter 3 Duties of the Executive Housekeeper
Chapter 4 Duties of a Floor Supervisor
Chapter 5 Duties of a Room Attendant
Chapter 6 Housekeeping Control Desk
Chapter 7 The Linen and Uniform Room
Chapter 8 Public Area Management and Services
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Chapter 15. Public Relations in Nonprofit Organizations
Chapter 16. Corporate Public Relations
Chapter 17. Technological, Global, and Organizational Issues in Public Relations

Appendix 1: Writing A-1
Appendix 2: Speechmaking by Dan Reines

Customer Relation Management

RELATIONSHIP MARKETING
By Tracy Harwood, Anne Broderick and Tony Garry
2008 (February 2008) / 368 pages
ISBN: 9780077114220

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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Section 1: PERSPECTIVES
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 Nestlé
2004 / 75 pages
ISBN: 9780071234993 [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 MS Excel platform for broad distribution and universal appeal.
- Ease of Use. While powered by a complex mathematical engine, the simulation screens are intuitive and easy to navigate. The main focus is on developing analysis and strategy skills for students, not on enhancing their computer skills.
- Easy to Grasp. The data used in the simulation is typical order data that has been aggregated into a robust model of analyses. The overall concepts are easy to grasp and the reporting output generated from the simulation is easy to comprehend, but immensely challenging in its strategic implications.
- SIMCRM: Student CD and Manual: 0072839678 (Instructor’s CD/Annotated Student Manual—0072839090) This simulation is wrapped around Customer Relationship Management (CRM) principles; it teaches students how to leverage database technology in the marketplace. Students learn how to use a database for customized marketing strategies based on a customer’s value to the company, and how to design database tables in order to execute different promotional tactics. Predictive modeling, data transformation, and other general database issues will be reviewed. Students learn about the economics of utilizing in-house marketing and sales promotion resources vs. partnering with outside resources such as ad agencies or printing and promotions firms with digital marketing capabilities.
- SIMMarketing Research with Student CD/Manual: 0072839686 (Instructor’s CD/Annotated Student Manual—0072839112) This simulation covers primary and secondary research methods, experimentation, observation, survey design, etc. It teaches students...
how to synthesize information to make pricing decisions, design promotional directives, determine customer behavior and attitudes, etc. The practical application of descriptive and inferential statistical methods in a business and marketing setting is reinforced.

- **SIM**Marketing Management with Student CD/Manual: 0072839694 (Instructor’s CD/Annotated Student Manual—0072839139) This simulation addresses the array of issues within the marketing discipline. Decisions that are related to market segmentation, market penetration strategies, utilizing a BSG matrix or facsimile, and balancing various aspects of the administration and promotional budgets to achieve marketing objectives are included. Pricing issues and financial analysis are also addressed in the decisions. This simulation prominently features the Customer Relationship Management (CRM) paradigm.

- **SIM**Sell with Student CD/Manual: 007283999X (Instructor’s CD/Annotated Student Manual—0072839082) This simulation teaches students how to manage a sales force using financial analytics such as sales revenue, contribution income and long-term profitability. Some of the questions addressed in this module are how to achieve management goals and objectives while staying within budget, how to design the right combination of benefits and compensation to help the sales force make quota, who to hire, who to fire, and how to use incentives for motivation.

- **SIM**Sales Management with Student CD/Manual: 0072839368 (Instructor’s CD/Annotated Student Manual—0072839082) This simulation 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.

- **SIM**Series, 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.

**NEW TO THIS EDITION**

- A new chapter on The Four Domains of Sports Marketing has been added to provide greater depth to Part 1, which focuses on an introduction to the broad realm of sports marketing.
- The role of technology is discussed in Chapter 19 with an emphasis on the Internet and other innovations, such as virtual imaging and mobile technology.
- An extensive set of recent examples up to, and including, the 2008 Beijing Olympics focuses on how marketers use sports as a platform for developing their strategies and tactics.
- Strong international focus covering a broad array of sports, teams, and athletes makes this book relevant to students across the globe.
- A comprehensive discussion of facilities management has been added to Chapter 15 – Distribution Decisions and Facilities Management in Sports Marketing.

**CONTENTS**

**PART ONE--The Foundation of Sports Marketing**

1 Introduction to Sports Marketing
2 The Four Domains of Sports Marketing

**PART TWO--Marketing Though Sports**

3 Marketing Through Sports Using Mainstream Strategies
4 Introduction to Sponsorship: Concepts, Objectives and Components
5 Sponsorship Foundation: Developing and Selling the Proposal
6 Pre-Event Evaluation: The Assessment of Sponsorship Opportunities
7 Leveraging: Activation of the Sponsorship
8 Ambush Marketing
9 Postevent Evaluation: Identifying Success and Failure
10 Venue Naming Rights
11 Endorsements
12 Licensing

**PART THREE--The Marketing of Sports**

13 Segmentation of the Sports Market
14 Product Decisions in Sports Marketing
15 Distribution Decisions and Facilities Management in Sports Marketing
16 Developing a Promotional Strategy for the Marketing of Sports Products
17 Pricing Decisions in Sports Marketing
18 Relationship Marketing in the Business of Sports
19 The Role of Technology in Sports Marketing
20 Controversial Issues in Sports Marketing
Selling in a New Market Space

Getting Customers to Buy Your Innovative and Disruptive Products

By Brian Burns and Tom Snyder
2010 (December 2009) / 256 pages
ISBN: 9780071636100

A Professional Reference Title

Developing an innovative product that breaks all the rules of the marketplace is the first step to success in today's economy. Now, how do you get it organized to purchase it? Selling in a New Market Space reveals the sales secrets of the companies that have taken their disruptive innovation offerings to the greatest heights. What you need for ultimate success is a team of Maverick Sellers—people who use sales techniques that are as innovative as the product they're selling. This new type of salesperson understands that conventional methods are only best when the product is below average. The essence of innovation is to break all the rules and conventions. This book is about valuation and sales position in the new market space.
RETHINKING THE SALES CYCLE
How Superior Sellers Embrace the Buying Cycle to achieve a Sustainable and Competitive Advantage
By Tim Young and John R Holland
2010 (January 2010)
ISBN: 9780071637992
A Professional Reference Title

Rethinking the Sales Cycle provides groundbreaking thought leadership sales professionals and executives can execute to build stronger relationships and gain a solid competitive edge. Explaining how buyer behavior has changed and how traditional sales approaches no longer work, Rethinking the Sales Cycle offers step-by-step models for overhauling current sales processes. Readers will learn how to create an organization-wide process that is aligned with how customers want to buy, which will result in stronger relationships and control of greater portions of market share.

CONTENTS
Pt 1 – Recognizing the revolution
1 – Power to the buyer.
2 – How the internet and social networking have empowered buyers and forever changed the sales process.
3 – The sales cycle is dead. Long live the buying cycle.
Pt 2 – The 8 Phases of the new buying cycle
4 – Phase 1: Awareness and urgency
5 – Phase 2: Googling options
6 – Phase 3: Social networking reconnaissance
7 – Phase 4: Shortlists and first impressions
8 – Phase 5: Visualizing solutions
9 – Phase 6: Looking under the rug: Blogs, real user reviews and risk
10 – Phase 7: Negotiating and pulling the trigger
11 – Phase 8: Implementation and telling the world
Pt 3 – Fostering a sales culture that facilitates buying
12 – How traditional selling conflicts with the new buying process
13 – People want to buy! Align selling activities that let them.

THE CUSTOMER RULES
The 14 Indispensable, Irrefutable, and Indisputable Qualities of the Greatest Service Companies in the World
By C Britt Beemer and Robert L Shook
2009 (August 2008) / 352 pages
ISBN: 9780071603652
A Professional Reference Title

Whether you run your own company or work for a large corporation, establishing customer loyalty is a prerequisite for business growth. In The Customer Rules, C. Britt Beemer, a leading consumer research and marketing consultant, and bestselling business author Robert Shook offer practical advice on how to build a robust company culture based on the concept of unsurpassed customer-service designed to increase your market share. A combination of extensive market research unprecedented in scope, as well as close studies of fourteen companies that excel in the area of customer service, The Customer Rules distills profitable lessons on how to achieve strong customer loyalty. Referencing specific research findings, Beemer and Shook examine the obstacles that too often distract a company’s focus from its most important task—providing preeminent service and creating a unique customer experience. The authors then supply fourteen workable solutions to ensure the return of customers time and time again, including:

- Instill the importance of customer service in every employee
- Use a “small-town” approach to meeting customers’ needs no matter how big your company is
- Develop a unique identity your customers will seek out
- Maintain a focus on the customer before, during, and after the sale

Success in retail, service, manufacturing, or any other business always boils down to the customer experience. Beemer and Shook use in-depth interviews with high-level managers from such companies as Chubb, NetJets, Edward Jones, Lexus, Johnson & Johnson, and Four Seasons Hotels to illustrate the best ways for creating exceptional customer service. The Customer Rules gives you the tools you’ll need to become the undisputed leader in your industry.

MARKETING IN THE GROUNDSWELL
By Josh Bernoff and Charlene Li
2009 (June 2009) / 128 pages
ISBN: 9781422129807
A Professional Reference Title

Since Groundswell was published in April of 2008, two things have happened: The global economy has gone into the dumper; and at the same time, marketers have fallen in love with social technologies. So states author Josh Bernoff in his introduction to Marketing in the Groundswell, which offers vital information that everyone involved in marketing or in communicating with customers needs to know. The book includes three core chapters from the original bestseller that focus on market research, marketing, and spreading word-of-mouth among your best customers. Sure, you already know that customers are writing about your products on blogs or talking about your brand on Twitter and Facebook. Now, turn that interest into opportunity and profit. In these economic times, marketers like you are increasing their investment in social technologies, while cutting back on more traditional expenses. Why? Because they work no matter the eco-
nomic climate. Marketing in the Groundswell shows you how you can build social applications, measure their results, and use the social technology movement to your company's advantage.

**MARKETING FOR FINANCIAL ADVISORS**
*Build Your Business by Establishing Your Brand, Knowing Your Clients and Creating a Marketing Plan*

_By Eric T Bradlow, Keith E Niedermeier and Patti Williams_

2009 (June 2009) / 288 pages
ISBN: 9780071605144

_A Professional Reference Title_

To financial advisors who ask, “Who has the time and money for marketing?” the authors have an important piece of advice: Treat your practice like a small business, or you will be put out of business. In an economy in flux, prospective clients are hesitant to put their financial future in the hands of just anyone. This is where Marketing for Financial Advisors comes in. The definitive marketing book designed specifically for financial advisors, it provides all the basic marketing skills you need to attract high-net-worth clients quicker and in greater numbers than ever. Putting the authors’ proven techniques to use, you can immediately build your client base by:

- Establishing brand and reputational awareness
- Developing a differentiated value proposition
- Creating a “word-of-mouth” army
- Understanding your clients’ psychology
- Focusing on a niche segment of clients
- Building a sophisticated marketing campaign
- Writing an effective marketing plan
- Determining the ROI of your marketing spend

Faculty members of the Wharton School's marketing department, the authors base much of their advice on a study of more than 800 financial advisors. Throughout the text, proven marketing approaches are combined with real-world insights from these successful advisors. Marketing for Financial Advisors opens the door to an entirely new perspective on your business. You will begin to view yourself as an entrepreneur and understand that an investment in marketing is an integral part of your business. Whether you already run a successful financial advisory firm or plan to start one, you must build customer relationships through marketing if you want to survive and profit for years to come. Take your first steps as a small-business entrepreneur using Marketing for Financial Advisors as your guide.

**ALL CUSTOMERS ARE IRRATIONAL**

_By William Cusick_

2009 (August 2009) / 240 pages
ISBN: 9780814414217

_A Professional Reference Title_

As many businesses are discovering, what customers want doesn’t always seem to make sense. Often, their decisions are based on subconscious emotional desires, not on rational, practical choices. Combining recent research with real-world examples from his experiences as a founder of a customer consulting firm, William J. Cusick examines how the subconscious part of the brain drives the decisions and behavior of every customer on a daily basis, and introduces the concept of “the irrational customer.” All Customers Are Irrational shows why businesses need to adopt a nontraditional approach to attract and retain customers, and proposes how they can alter their strategies on everything from customer research, product design and website development. Both honest and insightful, All Customers Are Irrational will help businesses tap into the impulses and motivations that attract consumers, and make them stay loyal to their products.

**PRICING FOR PROFIT**

_By Dale Furtwengler_

2009 (August 2009) / 240 pages
ISBN: 9780814415177

_A Professional Reference Title_

Many small business owners are trapped by industry pricing and market misconceptions, when they could be compensated for the true value of the product or service being offered. The low price they feel compelled to offer limits their ability to generate profits which, in turn, slows their response to changing customer needs. The good news is that a business can command almost any price it chooses by focusing on the value not the cost to the customer. Pricing for Profit shows businessespeople how to break out of the stranglehold of industry pricing and charge more for their wares (regardless of the competition) without alienating their customers. Filled with easy-to-use formulas, sample scripts, clear examples, instructive exercises, and more, this accessible and practical guide is a must-read for business people who want to be well paid for the value they provide.

**STRATEGIC CUSTOMER SERVICE**

_By John Goodman_

2009 (May 2009) / 240 pages
ISBN: 9780814413333

_A Professional Reference Title_

The success of any organization depends on high-quality customer service. But for companies that strategically align customer service with their overall corporate strategy, it can transcend typical good business to become a profitable word-of-mouth machine that will transform the bottom line. The Author draws on over thirty years of research for companies such as 3M, American Express, Chik-Fil-A, USAA, Coca-Cola, FedEx, GE, Cisco Systems, Neiman Marcus, and Toyota. Filled with proven strategies and eye-opening case studies, this book challenges many aspects of conventional wisdom using hard data and reveals how any organization can earn more loyalty, win more customers...and improve their financial bottom line.

**CRM AT SPEED OF LIGHT**

4th Edition

_By Paul Greenberg_

2009 (April 2009) / 600 pages
ISBN: 9780071590457

_A Professional Reference Title_

The fourth edition of this bestseller brings the work up-to-date with now-critical examinations of how Web 2.0 technologies and social media tools are being woven into CRM strategies. The book identifies the new business models now being used by the most successful companies and provides valuable guidance on how other companies can and should adopt these innovations. CRM expert Paul Greenberg examines the companies that are providing the best tools, provides his recommendations, and interviews industry leaders. The book’s companion website (MyCRMCareer.com) will foster a user community.

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- Chapter 2: Business 2.0 Models
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Part 3: The Baby Stays, Bathwater Goes—CRM Still Needs the Operational
Chapter 14: The Extended Value Chain Chapter
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Part 4: Different Strokes for Different Folks: CRM Goes Vertical
Chapter 20: Get Down! Right to the Vertical Nitty-Gritty
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Chapter 22: There’s No Business like Small Business
Part 5: Looking at the Framework
Chapter 23: SOA for Poets
Chapter 24: On Demand v. On Premise v. Web Services
Chapter 25: The Data Models Walk the Runway
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Chapter 30: Mapping the Customer Experience
Chapter 31: Communications Planning
Chapter 32: You Have to Change
Chapter 33: Best Practices
Chapter 34: Privacy
Chapter 35: Measuring Customer Value
Chapter 36: Wrapping It All Up: How Successful are You….Really
Chapter 37: Waving To The Future
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CHAOTICS
By Philip Kotler. Harvard Business School Press and John Caslione
2009 (May 2009) / 224 pages
ISBN: 9780814415214
A Professional Reference Title

We have entered into an entirely new era, an age of increasingly frequent and intense periods of turbulence in the global economy. Unlike past recessions, today’s crises have precipitated a need for businesses to develop a new mindset, one that takes into account intermittent periods of disturbance, allowing them to thrive while under the constant threat of chaos. Complete with metrics and measurements, Chaotics outlines a powerful new system for managing waves of uncertainty affecting customers, employees, and other stakeholders. In this climate of increased turbulence, no organization can survive with less.

SEARCH ENGINE MARKETING
By Andreas Ramos and Stephanie Cota
2009 (October 2008) / 288 pages
ISBN: 9780071597333
A Osborne Professional Reference Title

Leverage today’s Internet marketing strategies to reach customers, increase sales, and establish performance-based marketing in your organization. Search Engine Marketing explains how to use Web analytics, key performance indicators (KPIs), search engine optimization (SEO), and search marketing—the critical tools for success. Multichannel marketing, which uses radio, TV, and print to broadcast your message, is also covered. The book includes revealing interviews with industry experts as well as valuable tips on vendor selection. Implement an effective, integrated marketing program for your business with help from this definitive guide.

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MARKETING

SPANNING SILOS
By David S Aaker
2008 (October 2008) / 240 pages
ISBN: 9781422128763
A Professional Reference Title

Powerful product, country, and functional silos are jeopardizing companies’ marketing efforts. Because of silos, firms misallocate resources, send inconsistent messages to the marketplace, and fail to leverage scale economies and successes - all of which can threaten a company’s survival. As David Aaker shows in Spanning Silos, the unfettered decentralization that produces silos is no longer feasible in today's marketplace. It’s up to chief marketing officers to break down silo walls to foster cooperation and synergy. This isn’t easy: silo teams guard their autonomy vigorously. As proof of their power, consider the fact that the average CMO tenure is just twenty-three months. In this age of dynamic markets, new media, and globalization, getting the different parts of your organization to collaborate is more critical - and more difficult - than ever. This book gives you the road map you need to accomplish that feat.

CONTENTS
Introduction: The New CMO—Why?
Chapter 1: Find The Right Role And Scope: The CMO's New Job
Chapter 2: Gain Credibility And Buy-In
Chapter 3: Use Teams and Other Routes To Silo Linking
Chapter 4: Develop Common Planning Processes, Information Systems, and Market Analysis
Chapter 5: Adapt The Master Brand To Silo Markets
Chapter 6: Prioritize Brands In The Portfolio
Chapter 7: Conduct A Silo Audit
Conclusion--The CMO's First 90 Days

PERSONALITY NOT INCLUDED
Why Companies Lose their Authenticity and How Great Brands Get it Back, Foreword by Guy Kawasaki
By Rohit Bhargava
2008 (March 2008) / 256 pages
ISBN: 9780071545211
A Professional Reference Title

Marketing expert, social media guru, and mega-trendsetter Rohit Bhargava explains how faceless companies don’t work anymore. In a world where consumers have more access to information than ever, and more power to share their voice...a brand’s identity is no longer controlled through marketing and advertising. In this new era, what you say your brand stands for is no longer good enough. What you demonstrate to your customers matters most. This is the power of your personality. Personality Not Included is an essential guide for brands on putting back the missing ingredient in their marketing to build loyal customers, foster consumer (and employee) evangelists, and create a connection that goes beyond profit. The future of business requires new authenticity. Personality is the secret weapon that brings authentic brands to life.

RETAIL IN DETAIL
4th Edition
By Ronald L Bond
2008 (March 2008) / 288 pages
ISBN: 9781599181684
A Professional Reference Title

If Retailing Is Your Dream, This Is the Guide To Help You Reach It. Knowing that your success depends on the details, experienced retail entrepreneur Ronald L. Bond leaves no question unanswered when it comes to reaching your dream of starting and running your own retail business. Bond provides comprehensive, step-by-step instructions, from planning the launch of your business to running your new venture. Learn how to:
- Budget for startup and establish a financial plan
- Select the ultimate location and develop your brand image
- Select, price and market your product
- Manage inventory to decrease expenses
- Keep your business up-to-date and competitive in the electronic age
- Meet legal and regulatory requirements
- Manage your daily operations

Sparing you the trial and error that comes with starting a retail business from scratch, Bond shares firsthand experiences, lessons learned, and informative anecdotes that have helped thousands of aspiring retail entrepreneurs just like you!

INNOVATION POWER PLAYS
How the World's Hottest Change Agents Reach the Top of Their Game
By Business Week
2008 (January 2008) / 192 pages
ISBN: 9780071486316
A Professional Reference Title

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

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J ALLARD: The Soul of a New Microsoft
JAMIE DIMON: JPMorgan’s Grand Design
NORBERT REITHOFER: BMW’s Dream Factory
BERNARD ARNAULT: The Vuitton Money Machine
HENNING KAGERMANN: A Sea Change in Software at SAP
ROGER K. DEROMEDI: Why Kraft Is on a Crash Diet
STEVE STOUTE: Repositioning Any Brand With Pop Culture
2011: TRENDSPOTTING FOR THE NEXT DECADE
By Richard Laermer
2008 (March 2008) / 256 pages
ISBN: 9780071497275

A Professional Reference Title

Sometimes you see a business evolve and think, “I wish I’d thought of that.” With his trademark razor-sharp style, Laermer reveals the most functional forecasting secrets of professional trendspotters. Divided into nine categories, with more than 72 “short-short” chapters and dozens of outrageous sidebars, this captivating book shows you the ways to:

- Read the signs
- Influence the trends
- Embrace new and reject stodgy
- Anticipate change
- Ask experts the right questions
- Seek out visionaries and snub fakers
- Separate the trends from fads
- Use technology—for everything
- Cash in on being ahead of the competition!

2011: Trendspotting for the Next Decade is packed with eye-popping predictions (and realities) on how you’ll live, work, play, buy, sell, talk, text, laugh, and more. You’ll discover how miniscule attention spans will increase a need for velocity...how to work while you’re sleeping...how to wash off mediocrity...and why today’s communication devices will become obsolete. With 2011 you’ll learn how to participate in change instead of trailing it. Laermer calls trends as he sees ‘em—from what’s dead to what’s sensational to what’s novel and what’s next. If you’re looking for surprising observations, shocking statistics, sublime insights, and wholesome food for thought—read this book. Because this is your life...in 2011.

THE NEW GOLD STANDARD
5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company
By Joseph Michelli
2008 (June 2008) / 224 pages
ISBN: 9780071548335

A Professional Reference Title

The Ritz-Carlton Hotel Company. The name says it all. When it comes to quality, style, and unsurpassed service, this international company has set the gold standard for delivering the highest level of customer experience—which companies in all industries strive to meet. Now, for the first time, this world-class luxury hotel group has given bestselling author Joseph Michelli unprecedented access to their executives, staff, and award-winning Leadership Center training facilities. You’ll discover the five key principles behind The Ritz-Carlton Hotel Company’s unparalleled success and customer service innovations for which they are famous. For executives and managers at all levels, this book is pure gold.

GLOBAL BRAND INTEGRITY MANAGEMENT
By Richard S Post and Penelope N Post
2008 (September 2007) / 224 pages
ISBN: 9780071494441

A Professional Reference Title

Does your management strategy protect your brand? Who will be the new global business leaders? Those who understand that managing brand and product integrity is crucial to long-term market and financial success. Global Brand Integrity Management presents a blueprint for protecting the core revenue-related assets of your company—brand, product, and information—in the global marketplace. Authors Richard Post and Penelope Post explain why and how to implement a brand/product integrity program, translating security practice into management principles that lower risk, ensure authenticity of products, enhance brand awareness and loyalty, and, ultimately, increase profitability and shareholder value.

CONTENTS
1. Brand integrity is more than legal protection
2. If product is valuable, someone will try to take your profits
3. If you don’t protect your products, nobody will do it for you
4. If you wait until your products are attacked, you will lose
5. Protect your products and the “bad guys” will attack your competition
6. Your own products are often your largest competition
7. Monitor the marketplace to lower risk and increase profits
8. Brand integrity is a basic management tool
9. How to design and manage a brand integrity program
10. Questions that should be asked to determine brand integrity metrics

PERFECT SELLING
By Linda Richardson
2008 (June 2008) / 176 pages
ISBN: 9780071549899

A Professional Reference Title

Meet your sales objective and close more business in 20 minutes a day

- CONNECT with your customer immediately
- EXPLORE customer needs thoroughly and quickly
- LEVERAGE your solutions persuasively
- RESOLVE your customer’s questions and objections confidently
- ACT when the time is right

Linda Richardson is one of the most recognized names in sales, and an innovator who pioneered customer-focused selling. Perfect Selling distills her expertise into quick tips and techniques, providing succinct lessons in structuring and perfecting the key steps of a sales call-in just 20 minutes or less over a five-day period. It is in sales calls when you’re talking with your customers that the sales are made—or not made. Richardson takes you skillfully through the perfect sales call, from the minute the dialogue begins to closing business. This is sales excellence at its best: a concise method to win more sales and build deeper relationships which can be learned quickly on the go.
SUCCESSFUL DIRECT MARKETING METHODS
8th Edition
By Bob Stone and Ron Jacobs of Northwestern University
2008 (November 2007) / 592 pages
ISBN: 9780071458290
A Professional Reference Title

The book that helps you make the most of the latest marketing techniques. Now completely updated and expanded, the new edition of Successful Direct Marketing Methods belongs on every marketer’s bookshelf. This revision covers new topics such as the new objectives of direct marketing; acquisition, loyalty, retention, and win back; the growth of direct marketing in Europe, Asia, and Latin America; telemarketing; and much more.

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Glossary

THE FUTURE OF MARKETING
By Strategy & Business
2008 (January 2008) / 192 pages
ISBN: 9780071508285
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 METAPHORIA
By Gerald Zaltman, University of Pittsburgh, Harvard Business School
and Lindsay H Zaltman, Harvard Business School Press
2008 (May 2008) / 272 pages
ISBN: 9781422121153
A Professional Reference Title

Meet the seven samurai of metaphor in this provocative follow-up to How Customers Think. Jerry and Lindsay Zaltman explain how and why we use deep metaphors, which the authors define as any form of non-literal representation so deeply embedded in a person’s thought processes that the person is unconscious of using it. Focusing on the seven metaphors - balance, connection, container, control, journey, resource, and transformation—the Zaltmans show how deep metaphors unconsciously pervade and shape our lives. If we recognise them and understand their power over us, we can use them more purposefully to improve the quality of customer relationships and market research and to challenge such pervasive business practices as market segmentation. Most important, deep metaphors can help prompt deeper thinking about key issues in business, where much thought is usually shallow, transient, and insight-free. To demonstrate the possibilities, the Zaltmans use an array of everyday stories from their research. The authors also share images collected through, or created by consumers during, their research to reveal insights better expressed through pictures than words.

SUPPLY CHAIN EXCELLENCE
2nd Edition
By Peter Bolstorff and Robert Rosenbaum
2007 (October 2007) / 304 pages
ISBN: 9780814409268
A Professional Reference Title

The Supply Chain Council (SCC) is a nonprofit organization dedicated to developing best practices in supply chain management. Now in a newly revised, second edition, Supply Chain Excellence is the first and only book on the DCOR, CCOR, and SCOR Models. It gives professionals implementing new supply chain projects a clear, step-by-step guide to adopting the accepted and proven methodologies developed by the SCC. This book shows readers how they can:

- Align strategy, material, workflow, and information
- Conduct the proper competitive analysis to define business opportunity
- Establish the metrics that will determine the project’s level of success
- Gain internal support by educating employees and executives

Complete with new case studies, a Value Chain Excellence project roadmap, and the addition of the DCOR and CCOR process frameworks, the second edition of Supply Chain Excellence gives readers all the practical tools they need, whether they’re trying to improve the performance of an existing supply chain system or implement a new one.
THE ART OF NONVERBAL SELLING
Let Your Customers' Unspoken Signals Lead you to the Close
By Gerhard Gschwandtner, Selling Power
2007 (September 2006) / 220 pages
ISBN: 9780071478625 (with DVD)
A Professional Reference Title

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1. The Importance of Nonverbal Communication
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1. Preparation
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THE POCKET SALES MENTOR
Proven Sales Strategies at Your Fingertips
By Gerhard Gschwandtner, Selling Power
2007 (September 2006) / 240 pages
ISBN: 9780071475877
A Professional Reference Title

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THE ULTIMATE SALES TRAINING WORKSHOP
A Hands-On Guide for Managers
By Gerhard Gschwandtner, Selling Power
2007 (November 2006)
ISBN: 9780071476034
A Professional Reference Title

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PRINCIPLES OF LOGISTICS
2nd Edition
By John Langford
2007 (December 2006) / 570 pages
ISBN: 9780071472241
A Professional Reference Title

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By Gene Zelazny
2007 (November 2006) / 312 pages
ISBN: 9780071474702
A Professional Reference Title

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THE NEW POSITIONING
The Battle for Your Mind Escalates
By Jack Trout, and Steve Rivkin
1997 / 173 pages
ISBN: 9780070653283
ISBN: 9780071147798 [IE]
A Professional Reference Title
(International Edition is not for sale in Japan)

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LIVING BRANDS
Collaboration + Innovation = Customer Fascination
By Raymond Nadeau
2007 (September 2006) / 288 pages
ISBN: 9780071466141
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 guerilla 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 customers' lives. Living Brands is based on a passion for understanding consumers' lives and their existing needs. It uses the latest strategies of consumer collaboration to create a more culturally evolved, emotionally engaged, holistic connection to consumers. As one of the marketing industry's global pioneers, Raymond Nadeau has seen how the marketing world has changed. He provides examples of what works and what doesn't in today's consumer-savvy market. Packed with interviews from today's finest creative and cultural minds, he reveals six secrets to creating brands that truly fascinate and fulfill consumers' needs. You'll learn about

- Five Top Global Trend Agencies, which come together for the first time to provide insight into customer collaboration
- Culture Casting, a new model of consumer segmentation
- Consumer as Creator, a new concept of brand-building based on actual lifestyles, as well as creating what Nadeau calls brand biospheres
- Megatrends, the four must-have ingredients for living brands
- The Focus Group Hoax, the difference between what consumers say and what they really mean

Living Brands gives you all the tools you need to adapt your brand to an ever-changing world of consumers, options, and interests. It's the intelligent way to respond to consumers' realities—and the only true way to build stellar brands that will stand the test of time.

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