



# Transforming Learning Through **MINDTAP**

**Business and Economics**

**eBook • Personalized Learning Path • Progress App  
Homework Solutions • Mobile App • LMS Integration**

MindTap is well beyond an eBook, a homework solution or digital supplement, a course delivery platform or a Learning Management System.

**MindTap is the first in a new category—  
a Personal Learning Experience.**

## Tapping into...Your Needs

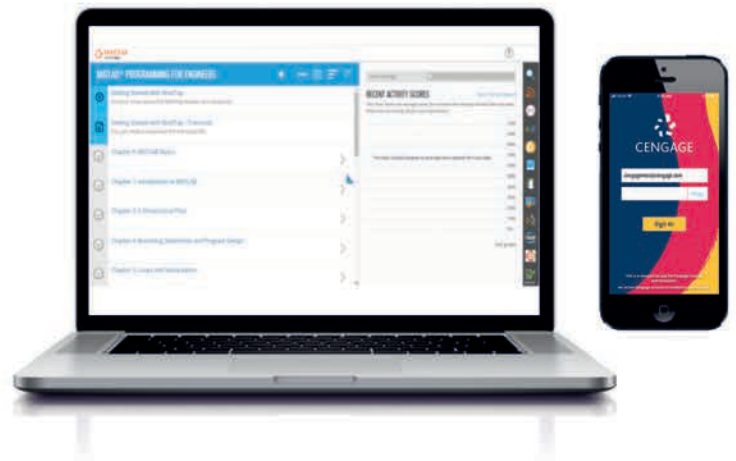
- **Customize content as per the requirement**
- Learn concepts through interactive exercises, quizzes and homework
- Leverage learning apps to make activities more engaging

## Tapping into...Simplicity

- MindTap is designed to work with any supported LMS you access
- **Access anytime, anywhere—on desktop, laptop, tablet, or phone.**

## Tapping into...MindApps

- The MindApps program includes a myriad of apps: **MindTap Reader, CNOW, Aplia, ReadSpeaker, MyContent, RSS Feed, Progress app, and many more!**



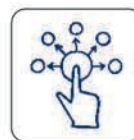
### CONVENIENCE

Accessibility of everything you need in one place.



### CONFIDENCE

Empowerment of your students to reach their potential.



### FLEXIBILITY & OPENNESS

Your course.  
Your content.



### PARTNERSHIP

A dedicated team,  
whenever you need them.

Create a learning environment powered by you with apps that add video, audio, interactive tools and more to engage your students.

## ASSIGNMENTS



### Aplia

Aplia significantly improves outcomes and elevates thinking by increasing student effort and engagement.



### CengageNOW

With its engaging learning and assessment tools, CengageNOW supports the entire student workflow, from motivation to mastery.



### SAM

SAM trains and tests essential Microsoft Office and computer concepts skills.

## STUDY TOOLS



### Flashcards

A classic learning tool digitally reimagined, flashcards detect the chapter a student last opened, then shows cards for that chapter.



### MindTap Reader

An interactive ebook where users create a custom reading experience by taking notes, adding highlights and having the text read aloud to them as needed. Instructors can customize the eBook by inserting media and sharing notes with students. MindTap Reader eBooks can be downloaded in the Cengage Mobile App for offline access.



### ReadSpeaker

Text-to-speech technology offers varied reading styles and the option to synchronize highlighted text to reinforce understanding.



### StudyHub

StudyHub allows students to collect their own notes and highlights, any notes and highlights shared by their instructor, glossary terms, flashcards, and more into focused, printable study guides.

## SHARING & COLLABORATION



### MyContent

Open new instructional and engagements opportunities by sharing your own documents through Google Docs and uploading video, audio, and image files through Kaltura.



### Inline RSS Feed

Send timely, valid feeds to students — within the Learning Path or as separate reading — with the option to add accompanying remarks.



### WebVideo

Easily incorporate YouTube videos as a separate viewing activity within the Learning Path or directly within a reading assignment.



### Progress

Instructors can view and edit scores using the Progress App. It covers tracking student progress, changing due dates, reviewing assignments, editing scores and managing students.



### Bongo

Selected MindTap courses include this app that lets students record, share, and comment on video to better engage in discussions, assignments, and more.

To learn about your particular course area, check with your [Cengage Learning Consultant](#).

\*Different assignment apps are available for different courses.





MindTap is an interactive, customizable and complete learning solution. It is a platform that empowers students from memorization to mastery. It gives instructors complete control of their course as they can customize a MindTap by adding or editing activities in the dashboard (distinct activities) or within readings (inline activities).

## Included with every purchase

- **MindTap Reader:** An interactive ebook where users create a custom reading experience by taking notes, adding highlights and having the text read aloud to them as needed. Instructors can customize the eBook by inserting media and sharing notes with students. MindTap Reader eBooks can be downloaded in the Cengage Mobile App for offline access.
- **MindApps:** A library of learning apps. Examples include Assignment apps (CNOW/Aplia), Study Tools (Flashcards, ReadSpeaker, StudyHub), Sharing apps (MyContent, RSS Feed), and Progress app.
- **Instructor Resources:** A range of supplementary materials, including PowerPoint lecture slides, test banks, instructor manuals and solutions.

## Access

Instructors can contact the learning consultants of their regions to get access to the MindTap of their choice.

Students will access the MindTap using the codes provided by the institute or publisher. They will follow the enlisted MindTap steps:

1. Log in to <http://login.cengagebrain.com>.
2. Register as a new user or log in as an existing user if you already have an account with Cengage Learning or [CengageBrain.com](http://CengageBrain.com).
3. Follow the online prompts.
4. Enter the course key provided by your instructor or ask for a course key by writing to [EMEA.IndiaAcademic@cengage.com](mailto:EMEA.IndiaAcademic@cengage.com).
5. For future access, save a record of your email address, password and access code.

To access MindTap, you will ALWAYS need to return to

<http://login.cengagebrain.com> and enter your email address and password to sign in.



Access from anywhere!  
Cengage mobile app

For a demo, please click link or scan QR code—



[shorturl.at/fHI67](http://shorturl.at/fHI67)



[shorturl.at/hxVY6](http://shorturl.at/hxVY6)

For Mobile App



[shorturl.at/ewEU7](http://shorturl.at/ewEU7)

## BUSINESS AND ECONOMICS

Core	ISBN	Title	Author(s)	Edition	MindApps*	Page Number
Business Communication	9781337418201	BCOM	Lehman/Dufrene	09	CNOW, Aplia, StudyHub	7
	9781337017725	Business Communication: In Person, In Print, Online	Newman	10	Aplia, CNOW, Bongo	8
Financial Accounting**	9781337418126	Financial Accounting	Warren/Reeve/Duchac	15	CNOW, MindTap Reader	9
Financial Management	9781337295956	Contemporary Financial Management	Moyer/McGuigan/Rao	14	CNOW, Aplia	10
Managerial Accounting**	9781337418133	Managerial Accounting	Warren/Reeve/Duchac	14	CNOW, MindTap Reader	12
Business Statistics	9781337295949	Statistics For Business and Economics, Revised	Anderson/Sweeney/Williams/Camm/Cochran	13	Aplia, CNOW	13
Strategic Management	9781305167346	Strategic Management, Concepts and Cases: Competitiveness and Globalization	Hitt/Ireland/Hoskinsson	11	CNOW, StudyHub	15
	9781337685139	Strategic Management: Theory & Cases	Hill/Schilling/Jones	12	Bongo, CNOW	17
Marketing Management	9781337914017	MKTG	Lamb/Hair/McDaniel	12	StudyHub, WebVideo	19
Human Resource Management	9781337685061	Managing Human Resources	Snell/Morris/Bohlander	17	CNOW, Aplia	20
Operations Management	9781337675765	Operations & Supply Chain Management	Collier/Evans	01	CNOW, StudyHub	22
Organizational Behaviour	9781337680691	Organizational Behavior: Managing People and Organizations	Griffin/Phillips/Gully	13	CNOW, Aplia, Bongo	23
	9780357493663	ORGB	Nelson/Quick	06	CNOW, StudyHub	25
Business Law	9781305477155	Essentials Of Business Law and The Legal Environment	Mann/Roberts	12	CNOW, StudyHub	27
Business Ethics	9781337018036	Business Ethics: Ethical Decision Making and Cases	Ferrell/Fraedrich/Ferrell	11	CNOW, Bongo	29
Principles of Management	9781337685283	Management	Daft	13	CNOW, StudyHub	30
Management Information Systems	9780357021835	MIS	Bidgoli	09	CNOW, SAM	32
International/Global Business	9781337018029	Global Business	Peng	04	CNOW, StudyHub	34
Macroeconomics	9781305165748	Principles of Macroeconomics	Mankiw	07	CNOW, Aplia	35
Microeconomics	9781305165663	Principles of Microeconomics	Mankiw	07	CNOW, Aplia	37
Managerial Economics	9781305165502	Principles of Economics	Mankiw	07	CNOW, Aplia	39

Electives (Marketing)	ISBN	Title	Author(s)	Edition	MindApps*	Page Number
Marketing Research	9781337362276	Basic Marketing Research: Customer Insights And Managerial Action	Brown/Suter/Churchill	09	CNOW, StudyHub	42
Consumer Behaviour	9781337362542	Consumer Behavior	Hoyer/MacInnis/Pieters	07	CNOW, Bongo	43
Advertising and Sales Promotions	9781337362177	Advertising and Integrated Brand Promotion	O'Guinn/Allen/Scheinbaum/Semenik	08	CNOW, StudyHub	45
	9781337385817	Advertising, Promotion, and Other Aspects of Integrated Marketing Communications	Shimp/Andrews	10	CNOW, StudyHub	46

\*In addition to *MindTap Reader*, *ReadSpeaker*, *StudyHub*, *MyContent*, *Progress*, and *WebVideo* MindApps which are common to all titles

\*\*MindApps available – *MindTap Reader*, *ReadSpeaker*, *StudyHub* and *CNOW*

<b>Electives (Marketing) (Continued)</b>	<b>ISBN</b>	<b>Title</b>	<b>Author(s)</b>	<b>Edition</b>	<b>MindApps*</b>	<b>Page Number</b>
Services Marketing	9781337018098	Services Marketing: Concepts, Strategies and Cases	Hoffman/Bateson	05	Bongo, CNOW	49
B2B Marketing	9781337418478	Business Marketing Management: B2B	Hutt/Speth	12	CNOW, Bongo	50
Internet Marketing/Digital Marketing	9781337363136	Internet Marketing: Integrating Online and Offline Strategies in a Digital Environment	Zahay/Roberts	04	CNOW, StudyHub	51

<b>Electives (Finance)</b>	<b>ISBN</b>	<b>Title</b>	<b>Author(s)</b>	<b>Edition</b>	<b>MindApps*</b>	<b>Page Number</b>
Corporate Finance	9781337915915	CFIN	Besley/Brigham	06	CNOW, StudyHub	51
Financial Institution and Markets	9781337295963	Financial Markets & Institutions	Madura	12	CNOW, StudyHub	53
International Financial Management	9781337295970	International Financial Management	Madura	13	CNOW, StudyHub	54
Security Analysis and Portfolio Management w/CD	9781337675536	Investment Analysis & Portfolio Management	Reilly/Brown/Leeds	11	CNOW, Aplia	56

<b>Electives (Human Resource Management/General Management)</b>	<b>ISBN</b>	<b>Title</b>	<b>Author(s)</b>	<b>Edition</b>	<b>MindApps*</b>	<b>Page Number</b>
Human Resource Development	9781337418430	Human Resource Development: Talent Development	Werner	07	CNOW, Bongo	57
Leadership	9781337675598	Leadership: Research Findings, Practice, and Skills	Dubrin	09	CNOW, StudyHub	59
Organizational Development and Change	9781337675772	Organization Development and Change	Cummings/Worley	11	CNOW, StudyHub	63
Entrepreneurship	9781337017947	Entrepreneurship: Theory, Process, Practice	Kuratko	10	CNOW, Bongo	65

<b>Electives (Operations and Decision Sciences)</b>	<b>ISBN</b>	<b>Title</b>	<b>Author(s)</b>	<b>Edition</b>	<b>MindApps*</b>	<b>Page Number</b>
Business Analytics	9780357392072	Business Analytics: Data Analysis & Decision Making	Albright/Winston	07	StudyHub, WebVideo	66
	9781337019019	Essentials of Business Analytics	Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams	02	CNOW, StudyHub	68
Spreadsheet Modeling	9781337298117	Spreadsheet Modeling & Decisions Analysis: A Practical Introduction To Business Analytics	Ragsdale	08	CNOW, StudyHub	70
Supply Chain Management	9781337675888	Principles of Supply Chain MGMT: A Balanced Approach	Wisner/Tan/Leong	05	CNOW, StudyHub	72

<b>Electives (Information Technology)</b>	<b>ISBN</b>	<b>Title</b>	<b>Author(s)</b>	<b>Edition</b>	<b>MindApps*</b>	<b>Page Number</b>
E-Commerce	9781337363136	Internet Marketing: Integrating Online and Offline Strategies in a Digital Environment	Zahay/Roberts	04	CNOW, StudyHub	74
Management Information Systems	9780357021835	MIS	Bidgoli	09	CNOW, SAM	74
Project Management	9781337674829	Contemporary Project MGMT	Kloppenborg/Anantamula/Wells	04	CNOW, StudyHub	76
	9781337363853	Successful Project Management	Gido/Clements/Baker	07	CNOW, StudyHub	79

\*In addition to *MindTap Reader*, *ReadSpeaker*, *StudyHub*, *MyContent*, *Progress*, and *WebVideo* MindApps which are common to all titles

## CORE



ISBN: 9781337418201  
Price: ₹699

### BCOM, 9E

Authors: Carol M. Lehman | Debbie D. DuFrene

#### Overview:

Coupled with straightforward course management, assessment, and analytics for instructors, BCOM with BCOM Online engages students of all generations and learning styles, and integrates seamlessly into your Business Communication course. BCOM 9 features new content on business communication in an increasingly digital world, including additional information and emphasis on virtual teams.

#### Features:

- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format that increases the number of students who read the chapter without minimizing coverage for your course.
- Instructor Prep cards offer at-a-glance information to help instructors plan class time and assignments. Style cards offer quick reference to both APA and MLA styles of writing.

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- 2-4 Group Communication
- 2-5 Meeting Management

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- 3-2 Step 2: Determine the Purpose, and Select an Appropriate Channel and Medium
- 3-3 Step 3: Envision the Audience
- 3-4 Step 4: Adapt the Message to the Audience's Needs and Concerns
- 3-5 Step 5: Organize the Message

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- 4-2 Revise to Grab Your Audience's Attention
- 4-3 Improve Readability
- Step 7: Revise for Style and Tone
- 4-4 Proofread and Revise

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- 5-2 Appropriate Use of Technology
- 5-3 Electronic Mail Communication
- 5-4 Web Page Communication and Social Media
- 5-5 Voice and Wireless Communication
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- 12-2 Organizing the Content
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- 12-4 Refining Your Delivery
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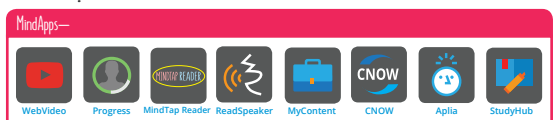
##### Part 5 Communication for Employment

##### Chapter 13 Preparing Résumés and Application Messages

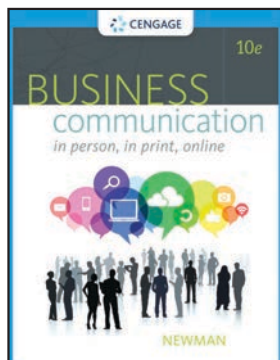
- 13-1 Preparing for the Job Search
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ISBN: 9781337017725  
Price: ₹999

## Business Communication: In Person, In Print, Online, 10E

Author: Amy Newman

### Overview:

BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE, 10th Edition, covers the most important business communication concepts in an organizational context. Real-world examples keep students engaged.

MINDTAP® provides engaging content, integrated resources like Aplia assignments and Bongo video exercises, and ample communication skills practice to prepare students to be effective communicators in a modern workplace

### Features:

- An instructor blog helps keeps your course content up-to-date.
- Updated coverage of communication technology integrates content on today's social media and other communication tools.
- Real-world examples demonstrate meaningful applications of what students are learning
- "Topics of interest" margin notes identify highly relevant business communication issues.
- Varied, engaging exercises provide essential practice.
- The 3ps (purpose, process, product) model and interesting model documents helps students analyze a business situation.

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- Lab 1: Parts of Speech Application
- Lab 3: Punctuation—Other Marks
- Lab 4: Grammar
- Lab 5: Mechanics
- Lab 6: Word Usage

##### B Formatting Business Documents

- Formatting Letters and Memos
- Formatting Reports

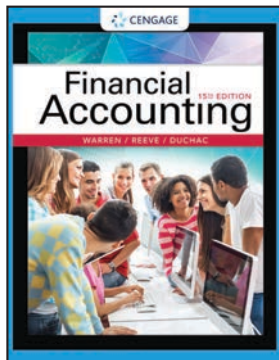
##### C Common Types of Reports.

- Periodic Reports
- Proposals
- Policies and Procedures
- Situational Reports
- D Glossary
- Index

MindApps—







ISBN: 9781337418126  
Price: ₹999

## Financial Accounting, 15E

Authors: Carl Warren | James M. Reeve | Jonathan Duchac

### Overview:

FINANCIAL ACCOUNTING, 15th Edition helps students connect concepts to the bigger picture and a focus on why accounting is important to business and a prosperous. In addition, the Warren/Reeve/Duchac hallmark accounting cycle coverage provides unmatched foundation so students are prepared to succeed in later on in the course.

### Features:

- **EMPHASIS ON ETHICS FOCUSES ON PRACTICAL APPROACH.** Actual ethical situations related to the chapter's topics are integrated throughout each chapter. In some features, called Ethics: Do It, the situation illustrates a positive ethical response. In other features, called Ethics: Don't Do It, the situation demonstrates a negative ethical response.
- **CASES AND PROJECTS DEEPEN STUDENT UNDERSTANDING OF IMPORTANT BUSINESS ISSUES.** Specific, carefully constructed assignments address ethics, communication, and team activities. You can assign these case and projects as homework or use them to enrich class discussion.

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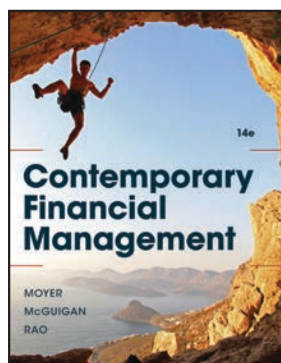
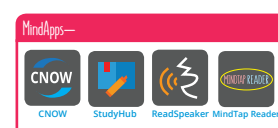
Flows—The Indirect Method

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Basic Analytical Methods  
Analyzing Liquidity  
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Corporate Annual Reports  
Unusual Items on the Income Statement

#### Mornin' Joe MJ-1

Financial Statements for Mornin' Joe MJ-2  
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Price: ₹999

## Contemporary Financial Management, 14E

Authors: **R. Charles Moyer | James R. McGuigan | Ramesh P. Rao**

### Overview:

Contemporary Financial Management (CFM), 14th Edition, emphasizes the overriding goal of value creation, and the tools used to manage the assets of an enterprise, optimize sources of financing, control financial risk, recognize the value of real and financial options, and enhance a firm's cash flows.

### Features:

- **INTEGRATIVE CASES WITH EXCEL®:** At the end of appropriate chapters, a set of comprehensive Integrative Cases provides important hands-on applications to give students experience putting what they learn into practice. Many of the cases can be used with the Excel® templates on the website as students learn the power of computers in performing sensitivity analysis.
- Through paths of dynamic assignments, applications that you can personalize, and real-time course analytics, MindTap® for Finance digital learning solution helps you engage and transform your students into critical thinkers. Students can complete assignments whenever and wherever they are ready to learn with course material that is customized and streamlined in one proven, easy-to-use interface. With an array of tools and apps -- from note taking to flashcards -- students gain a true understanding of course concepts and maximize their success.

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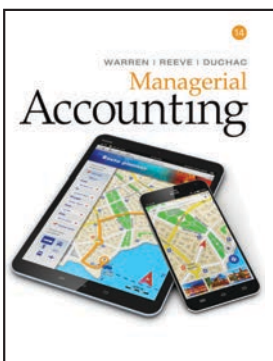
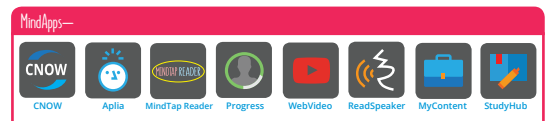
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## Managerial Accounting, 14E

Authors: Carl Warren | James M. Reeve | Jonathan Duchac

### Overview:

MANAGERIAL ACCOUNTING, 14th Edition provides a solid foundation in managerial accounting fundamentals, while motivating students to learn by showing how accounting is important to business. Business examples provide context for students demonstrating how each topic fits into the big picture, connecting fundamental concepts with real businesses.

### Features:

- Author written end-of-chapter materials provide an accuracy you and your students can trust.
- Simple-to-complex pedagogy ensures student comprehension.
- Presentation style appeals to contemporary learners.
- “Show Me How” videos: Created for the most frequently assigned end-of-chapter items, hundreds of “show me how” problem demonstrations provide a step-by-step model of a similar problem.
- “Dynamic exhibits” in cengagenow™v2 demonstrate accounting in action.
- Real-world company links integrated throughout each chapter further feature the chapter opening company.
- Content. For each journal entry within a chapter, the accounting equation's impact, positive or negative, on assets, liabilities, and stockholders' equity appears in the margin.

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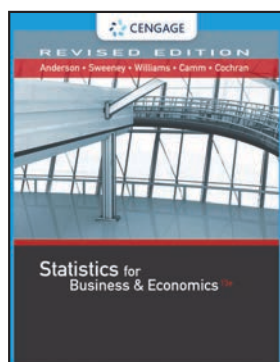
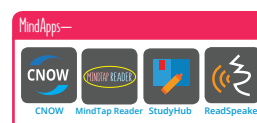
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## Statistics for Business and Economics, Revised, 13E

Authors: **David R. Anderson | Dennis J. Sweeney | Thomas A. Williams | Jeffrey D. Camm | James J. Cochran**

### Overview:

Clearly demonstrate how statistical information enables strong decisions in today's business world with STATISTICS FOR BUSINESS AND ECONOMICS, REVISED 13E. More than 350 real business examples, cases, and memorable exercises present the latest statistical data and business information with unwavering accuracy. You select the topics to give you the most relevant text for your course, including coverage of popular commercial statistical software, such as Minitab 17 and Excel 2016. Excel add-in XLSTAT is also available.

### Features:

- **SYSTEMATIC APPROACH EMPHASIZES PROVEN METHODS AND APPLICATIONS.** Students first develop a computational foundation and learn to use techniques before moving to statistical application and interpretation of the value of techniques. Methods Exercises at the end of each section stress computation and the use of formulas, while Application Exercises require students to use what they know about statistics to address real-world problems.
- **USE OF CUMULATIVE STANDARD NORMAL DISTRIBUTION TABLE PREPARES STUDENTS TO WORK WITH STATISTICAL SOFTWARE.** To more effectively prepare today's students to use computer software in statistics, this book incorporates a normal probability table that is consistent with today's most popular statistical software. This cumulative normal probability table also makes it easier to compute p-values for hypothesis testing.

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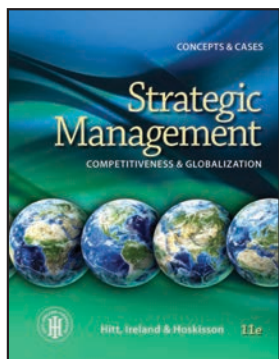
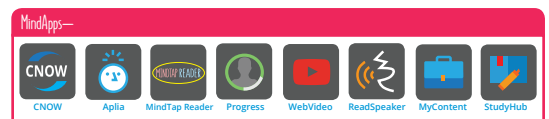
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## Strategic Management, Concepts and Cases: Competitiveness and Globalization, 11E

Authors: Michael A. Hitt | R. Duane Ireland | Robert E. Hoskisson

### Overview:

Written by highly respected experts and prestigious instructors, Hitt, Ireland, and Hoskisson's STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS AND CASES, Eleventh Edition, provides an intellectually rich, yet thoroughly practical, analysis of strategic management today. Features, experiential exercises, and more than 30 all-new compelling cases examine a broad range of critical issues confronting managers today. Engaging video cases, CengageNOW online teaching and learning tools, and a complete electronic business library help keep issues current and relevant.

### Features:

- MindTap will help you elevate student thinking by enabling students to demonstrate that they can think like managers through a variety of content, including guided case studies and Write Experience, which offers students the opportunity to improve their writing and analytical skills without adding to your workload. MindTap is a personalized, fully online digital learning platform which contains measurable learning objectives for each chapter, making it well beyond an eBook, a homework solution, a resource center website, a course delivery platform, or a Learning Management System. It is the first in a new category: the Personal Learning Experience.
- NEW CHAPTER OPENING CASES. These new cases set the stage for the engaging chapter topics.
- NEW "EXPERIENTIAL EXERCISE." Each chapter features a new experiential exercise that asks students to apply what they've learned in the chapter.



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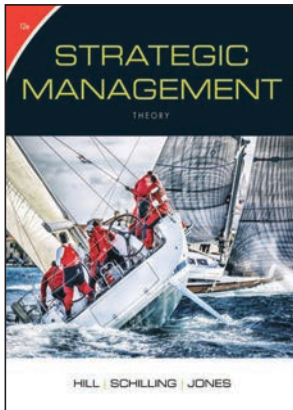
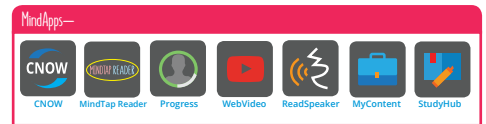
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## Strategic Management: Theory and Cases, 12E

**Authors: Charles W. L. Hill | Melissa A. Schilling | Gareth R. Jones**

### Overview:

STRATEGIC MANAGEMENT: THEORY: AN INTEGRATED APPROACH joins cutting-edge research on topics including competitive advantage, corporate governance, diversification, strategic leadership, technology and innovation, and corporate social responsibility with both theory and case studies. This edition features an increased emphasis on the changing global economy and its role in strategic management and walks students through the case-analysis process and explains key ratios that managers use to compare firm performance.

### Features:

- **MindTap®:** This comprehensive digital learning solution is designed to elevate thinking and develop tomorrow's strategic leaders. After carefully studying this course area and talking to instructors and students across the country, we've created an immersive learning experience tailored specifically to the objectives of strategic management. The fully-customizable learning path provides a scaffolded set of learning activities that engages students with content, and increases in depth and complexity as they progress through the assignments for each chapter.
- To ensure the highest quality, Charles Hill and Melissa Shilling wrote all of the cases in this edition. Twenty full-length cases and 12 shorter cases cover all relevant issues discussed in the text. Cases are available for use in the MindTap® digital learning solution for this book, as well as by custom order.

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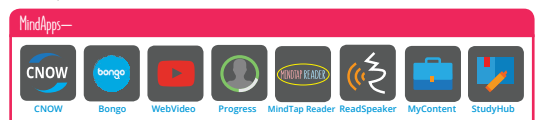
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## MKTG, 12E

Authors: **Charles W. Lamb | Joe F. Hair | Carl McDaniel**

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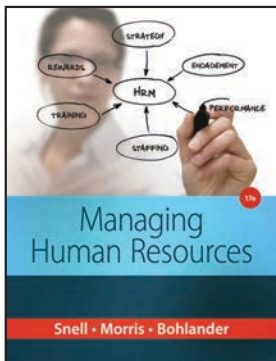
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## Managing Human Resources, 17E

**Authors: Scott Snell | Shad Morris | George W. Bohlander**

### Overview:

Snell/Morris/Bohlander's market-leading MANAGING HUMAN RESOURCES builds on a foundation of research and theory with an inviting, practical framework that focuses on critical HR issues and practices. More than 500 memorable examples from a variety of real organizations illustrate key points and connect concepts to current HR practice.

### Features:

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- Discover a wealth of support beyond the Instructor's Manual. The Teaching Assistance Manual is especially designed for new instructors, graduate assistants, and teachers wanting to generate more class discussion. You'll find valuable chapter overviews and outlines, material for class discussion and ongoing student interest, topics warranting special attention, and exercises and discussion topics for student involvement. Appendices focus on presenting materials, initiating and sustaining class discussion, quizzing, testing, and dealing with problems unique to new instructors.

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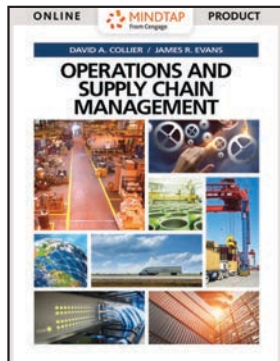
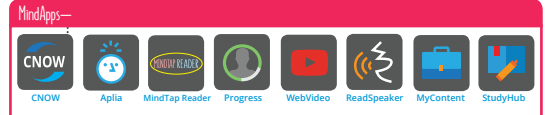
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## Operations and Supply Chain Management

Authors: **David A. Collier | James Evans**

### Overview:

MindTap Operations and Supply Chain Management is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course—to provide engaging content, to challenge every individual, and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You.

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- Excel Online problems, powered by Microsoft, provide students with real experience solving operations management problems using spreadsheets. Integrated directly within MindTap, students receive real-time feedback on their answers with contextual support directly from Office Online, system-generated Excel solution files, and video tutorials. Excel work is saved continuously in the cloud along with the assignment without cumbersome file downloads and uploads within MindTap – saving you considerable time manually reviewing and grading spreadsheets.

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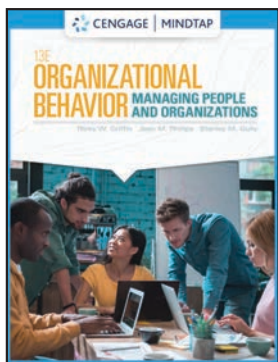
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**Organizational Behavior: Managing People and Organizations, 13E**

**Authors: Ricky W. Griffin | Jean M. Phillips | Stanley M. Gully**

**Overview:**

Griffin/Phillips/Gully's applied approach in ORGANIZATIONAL BEHAVIOR: MANAGING PEOPLE AND ORGANIZATIONS, 13E balances classic management ideas with today's most recent organizational behavior developments and trends. Memorable examples from well-known organizations complement the book's in-chapter organizational cases, end-of-chapter exercises, self-assessments, video cases and exercises. Students focus on OB's most pressing issues and learn to develop practical solutions as they develop the skills, tools and resources to compete effectively within the world of organizational change.

**Features:**

- **REAL-WORLD CHALLENGES** ENCOURAGE PARTICIPATION AND PROVOKE IN-DEPTH THINKING. Within these challenge exercises, students examine familiar organizations, such as Disney and Starbuck, and take a glimpse at the organizational principles behind the topics making news today.
- **SELF-ASSESSMENTS** HELP ENSURE STUDENTS MASTER THE CHAPTER MATERIAL BEFORE MOVING AHEAD. Proven self-assessment tools throughout this edition promote reader engagement and encourage development as students connect to chapter material to life around them and clearly see the importance of what they're learning. These self-assessments are available both within the book and online with MindTap.

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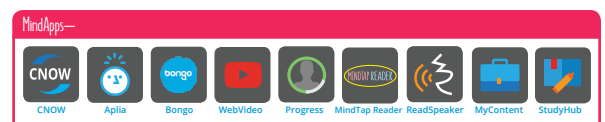
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**Price: ₹699**

**ORGB, 6E**

Authors: **Debra Nelson | James Campbell Quick**

**Overview:**

ORGB features many new “Fast Facts,” “Hot Trends,” new feature boxes, updated data, and current examples in the business world. Additionally, the number of test bank questions has also increased to reflect new material and provide more in-depth assessment opportunities.

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- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format-- increasing the number of students who read the chapter without minimizing coverage for your course.
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- Coupled with straightforward course management, assessment and analytics for instructors, ORGB with ORGB Online engages students of all generations and learning styles and integrates seamlessly into your course--setting the stage for thinking critically about Organizational Behavior.

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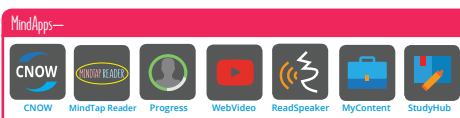
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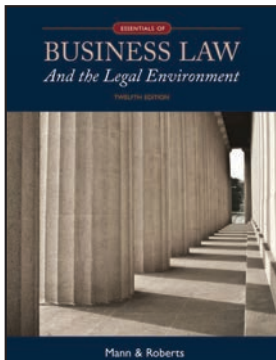
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## Essentials of Business Law and the Legal Environment, 12E

Authors: Richard A. Mann | Barry S. Roberts

### Overview:

Packed with reader-friendly illustrations, ESSENTIALS OF BUSINESS LAW AND THE LEGAL ENVIRONMENT, 12e uses a nontechnical presentation to help your students understand the dynamics of today's legal environment for business. Students learn to effectively apply legal reasoning to cases and legal issues using the Issue, Rule, Application and Conclusion (IRAC) method. In addition to new "Going Global" features that highlight the international aspects of legal issues, the 12th Edition also includes more than 30 recent cases, updated coverage of limited liability companies and suretyship, amendments to UCC Articles, SEC rules on social media, recent U.S. Supreme Court decisions, and much more.

### Features:

- **Insightful Illustrations:** The text includes more than 220 classroom-tested figures, diagrams, charts, tables, and chapter summaries. The figures and diagrams help students conceptualize the many abstract concepts in the law. Charts and tables summarize prior discussions as well as help illustrate relationships among legal rules. In addition, each chapter has a summary in the form of an annotated outline of the entire chapter, including key terms.
- **Applying the Law:** Teach your students how to effectively apply legal reasoning to cases and legal issues using the Issue, Rule, Application and Conclusion (IRAC) method. Students sharpen their skills as each feature depicts a realistic situation that focuses on a single chapter's concept. The "Applying the Law" feature appears in 14 chapters.
- **Practical Advice:** Each chapter contains practical advice statements that illustrate how legal concepts can be applied to common business situations.

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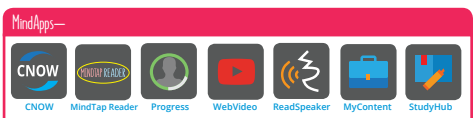
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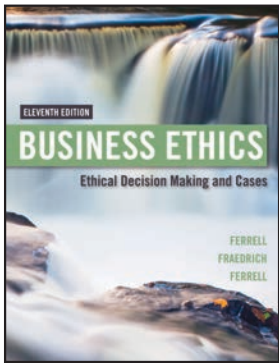
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## Business Ethics: Ethical Decision Making & Cases, 11E

Authors: O. C. Ferrell | John Fraedrich | Linda Ferrell

### Overview:

Packed with cases, exercises, simulations, and practice tests, the market-leading BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, 11th Edition, thoroughly covers the complex environment in which managers confront ethical decision-making. This edition has been completely revised to include coverage of new legislation affecting business ethics, the most up-to-date examples, the best practices of high-profile organizations, and 20 new or updated original cases. Available with MindTap online teaching and learning tools for the first time, BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, 11th Edition, gives your students an abundance of opportunities to master text material through hands-on application.

### Features:

- Ethics Self-Assessments act as a guide for how in tune students are to ethical issues.
- New simulation presents 40 business vignettes and 120 questions tied directly to the 11th edition chapters.
- All 20 of the original cases in this edition are either new or have been substantially updated by the authors, as well as additional cases in the MindTap®, where faculty can modify the case selection to meet their specific course objectives.
- MindTap® is a personalized classroom management experience that promotes better outcomes with relevant assignments that guide students to analyze, apply, and improve thinking while you measure skills and outcomes with ease.

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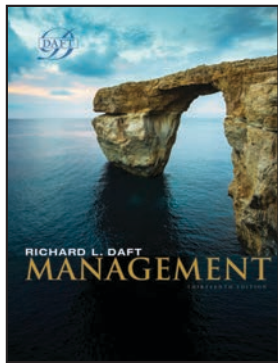
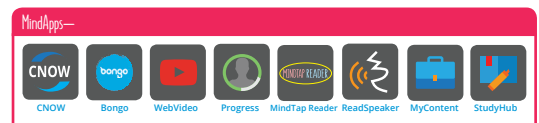
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**Management, 13E**

Author: **Richard L. Daft**

**Overview:**

MindTap Management for Daft's Management, 13th Edition, is the digital learning solution that helps instructors engage and transform today's students into critical thinkers with the ultimate goal of getting students to THINK and ACT like managers. Through paths of dynamic assignments and applications that you can personalize, real-time course analytics, and an accessible reader, MindTap helps you turn cookie-cutter into cutting-edge, apathy into engagement, and memorizers into higher-level thinkers. Our adaptive learning solution provides customized questions, text, and video resources based on student proficiency. As an instructor using MindTap, you have at your fingertips the right content and unique set of tools curated specifically for your course, all in an interface designed to improve workflow and save time when planning lessons and course structure

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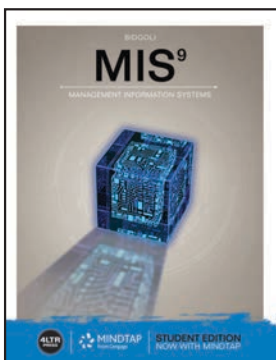
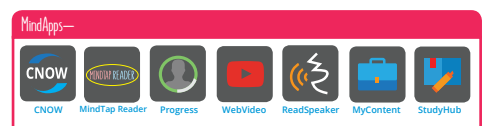
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## MIS, 9E

**Author: Hossein Bidgoli**

### Overview:

MIS9 is the most practical MIS textbook on the market, with over 100 information boxes and cases that clearly illustrate how information systems are being used in real-life applications. New for this edition, MindTap digital resources are available with readings, videos, RSS feeds and interactive assignments!

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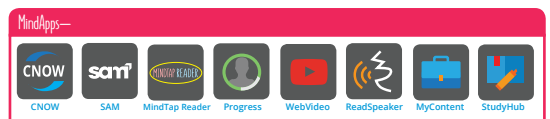
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Author: Mike Peng

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Introduce your students to success in global business today with a strategic approach to international business topics and unique coverage not found in other texts. GLOBAL BUSINESS, 4th Edition, is the first global business book that asks the big question, "What determines the success and failure of firms around the globe?" All-new video cases that cover each chapter's opening case and closing case, world maps that connect geography and culture to business decisions, and unique global debate sections that draw students into cutting-edge discussions help you teach students to think independently and view business challenges from a truly global perspective. GLOBAL BUSINESS, 4th Edition's comprehensive package, including the MindTap, a personalized classroom management experience that promotes better outcomes with relevant assignments that guide students to analyze, apply, and improve thinking while you measure skills and outcomes with ease.

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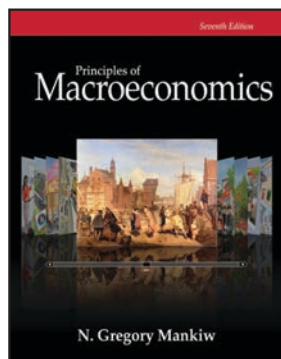
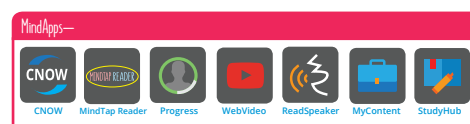
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**Principles of Macroeconomics, 7E**

**Author: N. Gregory Mankiw**

**Overview:**

PRINCIPLES OF MACROECONOMICS, Seventh Edition, continues to be the most popular and widely-used text in the economics classroom. MindTap, the cutting edge online environment is available with new enhancements that include Graph Builder and Adaptive Test Prep that allow students extra preparation in graph drawing and test review.

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- Aplia, the best-selling online homework solution, has been enhanced for the seventh edition, including an optimized mobile experience, allowing students to access content on their mobile devices anywhere and anytime and closer alignment of Aplia and the textbook with End-of-Chapter text questions.

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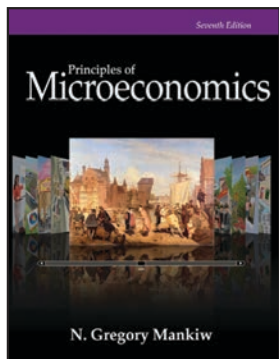
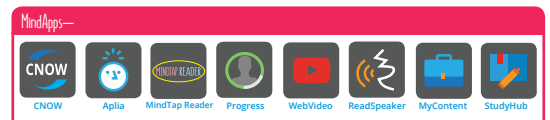
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**Principles of Microeconomics, 7E**

**Author: N. Gregory Mankiw**

**Overview:**

PRINCIPLES OF MICROECONOMICS, Seventh Edition, continues to be the most popular and widely-used text in the economics classroom. MindTap, the cutting edge online environment is available with new enhancements that include Graph Builder and Adaptive Test Prep that allow students extra preparation in graph drawing and test review.

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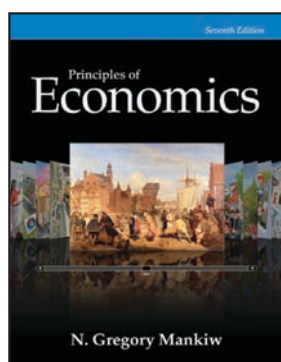
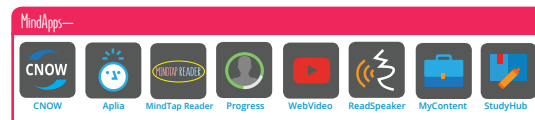
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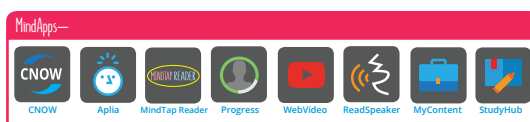
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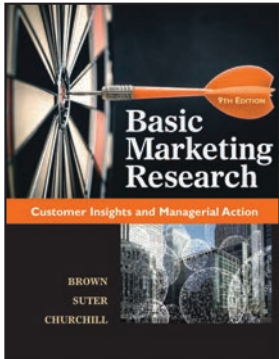
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## ELECTIVES (MARKETING)



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### Basic Marketing Research, 9E

Authors: Tom J. Brown | Tracy A. Suter | Gilbert A. Churchill

#### Overview:

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

#### Features:

- **THE MANAGER'S FOCUS DISCUSSIONS HIGHLIGHT ONE OF THE KEY DISTINCTIONS OF THIS BOOK.** The authors emphasize managerial usefulness and understanding, rather than technical depth, when discussing “big data” integration and analysis, sampling, and sophisticated statistical analysis. This level is ideal for introducing the basics of exploratory research, “big data” analytics, behavioral customer insights, primary data collection, and statistical analysis. Content focuses on the uses of marketing research, key decisions, when and why to apply certain analysis techniques, and how to interpret results.
- **BOOK PRESENTS ETHICS AS A FOUNDATIONAL DISCUSSION.** Because “bad” research can violate participant trust, the authors show how sugging (using research as a sales tactic) harbors mistrust between participants and the researcher. They also demonstrate how advocacy research, or advocating for a particular position or point-of-view at the expense of seeking honest insights, is beyond what research should accomplish.
- **RESEARCH WINDOWS PROVIDE A VIEW OF WHAT IS HAPPENING IN TODAY'S WORLD OF MARKETING RESEARCH.** These features describe what is happening in specific companies and offer how-to tips. They prompt interest in the chapter topic and provide further depth. Examples include marketing research jobs and compensation, how online focus groups and webcam interviews explore decision making, Target's “big data”, how Key Ingredient used A/B tests to design an effective web site, and “driving” golfer insights at PING.

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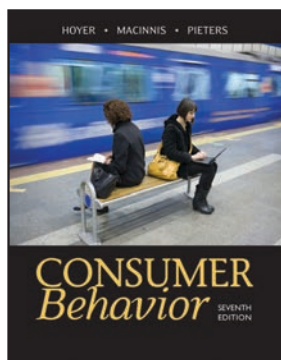
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## Consumer Behavior, 7E

Authors: **Wayne D. Hoyer** | **Deborah J. MacInnis** | **Rik Pieters**

### Overview:

The popular CONSUMER BEHAVIOR, 7E draws key concepts from marketing, psychology, sociology, and anthropology to present a strong foundation and highly practical focus on real-world applications for today's global business environment. The new edition of this pioneering text incorporates cutting-edge research and current business practices, including extensive coverage of social media influences, increased consumer power, and emerging neuroscience findings. Students also examine controversies in consumer decision-making involving money, goals, emotions, charity, health, materialism, and sustainability.

### Features:

- **ONLINE EXERCISES INTERACT WITH REAL ADVERTISEMENTS, CONSUMER DATA, AND MARKETING STRATEGIES.** As students work extensively with today's ads, data and marketing, they are able to relate chapter concepts to concrete experiences from their own lives. They also explore how chapter concepts can be used in the current workplace.
- **MARKETING IMPLICATION SECTIONS DEMONSTRATE HOW CONSUMER BEHAVIOR CONCEPTS APPLY TO THE PRACTICE OF MARKETING.** Students examine essential functions, such as market segmentation, target market selection, positioning, and decisions on promotion, price, product, and place. Many of these features focus on international marketing, which helps students gain the broader perspective needed in today's global economy.
- **NEW COVERAGE EXAMINES SPECIFIC INFLUENCES ON DECISIONS MADE BY MILLENNIAL CONSUMERS.** This edition reviews the decisions this group makes in the context of issues such as money management, work-life balance, marketing ethics, and the environment.

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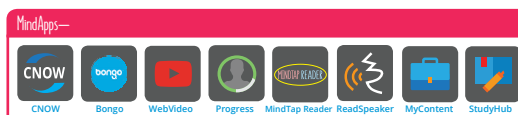
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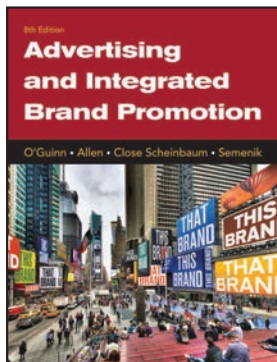
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## Advertising and Integrated Brand Promotion, 8E

Authors: **Thomas O'Guinn | Chris Allen | Angeline Close Scheinbaum | Richard J. Semenik**

### Overview:

Show students how hard work and careful planning lead to strong advertising with O'Guinn/Allen/Close Scheinbaum/Semenik's ADVERTISING AND INTEGRATED BRAND PROMOTION, 8E. Coverage of social media, design thinking, and globalization exemplifies developments in today's digital society. Comprehensive MindTap integrates discussion of video and other medium

### Features:

- **INTEGRATED INTERNATIONAL COVERAGE HIGHLIGHTS GLOBAL ADVERTISING ISSUES.** Drawing recent examples straight from today's global marketplace, this edition provides real world insights as the authors apply their international experience to the numerous challenges facing advertisers in different markets. Students examine integrated brand promotion ideas and successes from around the world, as they develop an understanding of the complexities of advertising in today's fast-paced business environment.
- **ROBUST INSTRUCTOR RESOURCES REDUCE PREPARATION TIME WHILE ENERGIZING EACH CLASS.** This new edition continues to offer a superior set of instructor tools prepared by the text's authors to ensure a seamless presentation. A revised, updated Instructor's Manual provides comprehensive lecture outlines and notes, exercise solutions, and a sample syllabus. Many resources are available on the instructor companion website, including a comprehensive test bank, and PowerPoint® slides.
- **PROJECT-BASED ACTIVITIES PROVIDE PRACTICAL, REAL EXPERIENCE WORKING IN GROUPS.** Help your students expand their advertising knowledge with challenging, practical new project-based group projects at the end of each part. Students practice working in teams to complete assignments that highlight many of today's well known actual companies.

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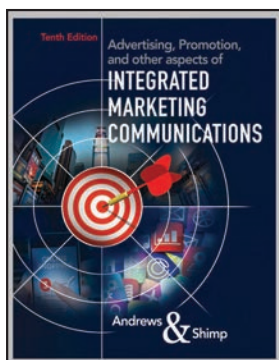
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**Advertising, Promotion, and other aspects of Integrated Marketing Communications, 10E**

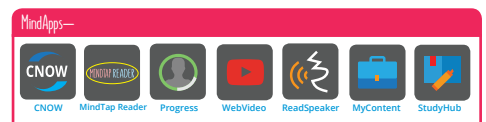
**Authors: J. Craig Andrews | Terence A. Shimp**

**Overview:**

Help students explore all aspects of marketing communications, from time-honored methods to the newest developments in the field backed by the latest research, data and analytic techniques with one of today's leading IMC texts, ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 10E. Readers focus on emerging topics, such as the popularity of apps, social media outlets, online and digital practices, and viral communications, and their impact on traditional marketing. Revisions make this edition the most current IMC text on the market with must-know changes to environmental, regulatory, and ethical issues; MindTap Insights Online; place-based applications; privacy; global marketing; and memorable advertising campaigns.

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## Services Marketing: Concepts, Strategies, & Cases, 5E

Authors: K. Douglas Hoffman | John E. G. Bateson

### Overview:

Help students examine the use of services marketing as a competitive tool from a uniquely broad perspective with Hoffman/Bateson's SERVICES MARKETING: CONCEPTS, STRATEGIES, AND CASES, 5E. Using a reader-friendly, streamlined structure, the book explores services marketing not only as an essential focus for service firms, but also as a competitive advantage for companies that market tangible products. Real examples feature businesses from industries both within and beyond the nine service economy supersectors: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and "other services."

### Features:

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- **END-OF-CHAPTER CASES ILLUSTRATE, DEEPEN, AND EXTEND CHAPTER CONCEPTS.** These cases, purposely brief in nature but long on application, represent a variety of service industries. They offer students an opportunity to further internalize services marketing concepts. Answers for end-of-chapter cases are provided in the Instructor's Manual for your convenience.
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**Business Marketing Management: B2B, 12E**

Authors: **Michael D. Hutt | Thomas W. Speh**

**Overview:**

MindTap Marketing for Hutt/Speh's Business Marketing Management B2B, 12th Edition is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course—to provide engaging content, to challenge every individual, and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You. MindTap gives you complete ownership of your content and learning experience. Customize the interactive syllabi, emphasize the most important topics, and add your own material or notes in the eBook

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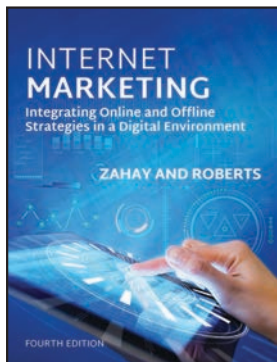
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## Internet Marketing: Integrating Online and Offline Strategies in a Digital Environment, 4E

Authors: Debra Zahay | Mary Lou Roberts

### Overview:

MindTap Marketing for Zahay/Roberts' Internet Marketing, 4th Edition, is the digital learning solution that helps instructors engage and transform today's students into critical thinkers. As an instructor using MindTap, you have at your fingertips the right content and unique set of tools curated specifically for your course, all in an interface designed to improve workflow and save time when planning lessons and course structure."

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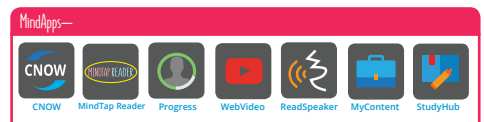
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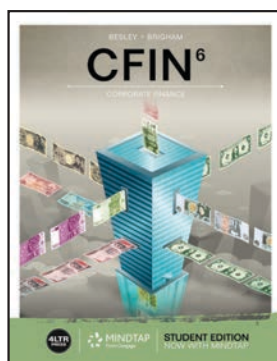
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## ELECTIVES (FINANCE)



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## CFIN, 6E

Authors: Scott Besley | Eugene Brigham

### Overview:

Reflecting ongoing research into students' workflows and preferences, CFIN6 from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards and an online experience--all at an affordable price. The result is a solution that engages students of all generations and learning styles.

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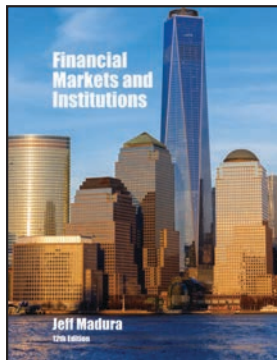
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## Financial Markets and Institutions, 12E

Author: Jeff Madura

### Overview:

Known for its solid conceptual framework, Madura's best-selling FINANCIAL MARKETS AND INSTITUTIONS, 12e, helps students understand why financial markets exist, how financial institutions serve these markets, and what services those institutions offer. The 12th edition includes updates on regulatory reform as well as expanded coverage of behavioral finance concepts, high-frequency trading, and pension fund underfunding implications. In addition, MindTap, an integrated e-text and online learning solution enhances understanding of course content and offers opportunities to extend learning.

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## International Financial Management, 13E

Author: Jeff Madura

### Overview:

Equip your students for success in international finance with the unrivaled depth of theory and practical applications presented in Madura's INTERNATIONAL FINANCIAL MANAGEMENT, 13E. Using a strong corporate perspective, it discusses a wide range of managerial topics and emphasizes the most recent changes in the international environment. Relevant examples, instructive diagrams, self-tests, and other learning features provide hands-on experience to help your students develop the skills they need to effectively manage in contemporary practice.

### Features:

- Reflecting the latest from real-world practice, INTERNATIONAL FINANCIAL MANAGEMENT heavily emphasizes the use of practical examples in every chapter.
- The robust selection of chapter applications gives students plenty of hands-on practice and includes Point/Counter-Point exercises evaluating two alternative points of view, Critical Thinking Questions to prompt student short essays, Continuing Cases, Small Business Dilemmas, Internet/Excel Exercises, and Supplemental Cases.
- Delivering the most current coverage available, all chapters in the 13th edition have been thoroughly updated to include recent developments in international financial markets as well as the latest tools used to manage a multinational corporation.

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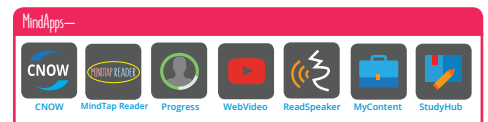
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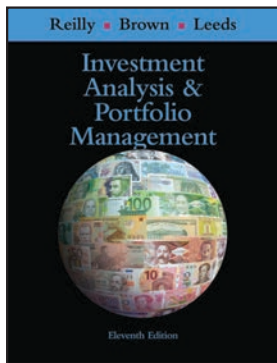
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## Investment Analysis and Portfolio Management, 11E

Authors: Frank K. Reilly | Keith C. Brown | Sanford J. Leeds

### Overview:

Used extensively by professionals, organizations and schools across the country, Reilly/Brown/Leeds' INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT, 11th Edition, combines solid theory with practical applications to help students learn how to manage their money to maximize their earning potential. It also offers expanded discussions of the impact of changes in both technology and regulations on the functioning and organization of global security markets and devotes three chapters to derivatives securities.

### Features:

- **Unrivaled Domestic and Global Insight:** The 11th edition continues its tradition of unparalleled international coverage. Investing knows no borders, and while the total integration of domestic and global investment opportunities may seem to contradict the need for separate discussions of international issues, it actually makes the need for specific information on non-U.S. markets, instruments, conventions and techniques even more compelling—and this text delivers with comprehensive coverage.
- **Expanded Tech/Reg Coverage:** Both technology and regulations have caused more significant changes in the functioning and organization of global security markets in the last decade than in the prior 50 years. Chapter 3 provides a detailed discussion of this evolution and the results for global markets, while Chapter 2 describes how specific security innovations and asset allocation practices have been affected by these changes.
- **Derivative Securities Emphasis:** In today's market, derivative securities are not exotic anomalies but standard investment instruments—a reality reflected in the 11th edition. Three entire chapters are devoted to derivatives, equipping readers with intuitive, clear discussions of the different instruments, their markets, valuation, trading strategies and general use as risk management and return enhancement tools.

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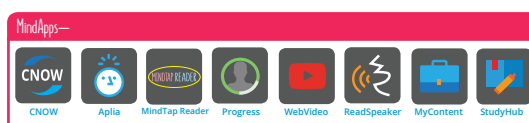
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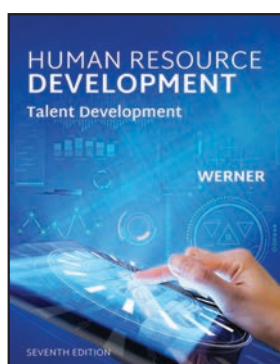
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## ELECTIVES (HUMAN RESOURCE MANAGEMENT | GENERAL MANAGEMENT)



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### Human Resource Development: Talent Development, 7E

Author: Jon M. Werner

**Overview:**

MindTap Management for Werner's Human Resource Development: Talent Development, 7th Edition is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course—to provide engaging content, to challenge every individual, and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You. MindTap gives you complete ownership of your content and learning experience. The narrative content is streamlined for efficiency. Customize the interactive syllabi, emphasize key topics, and add your own material or notes in the eBook.

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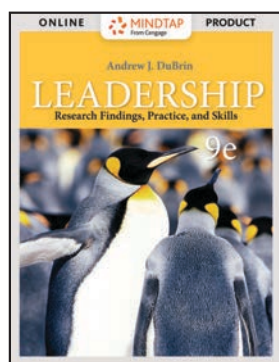
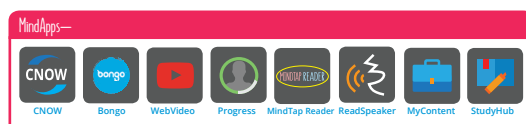
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## Leadership: Research Findings, Practice, and Skills, 9E

Author: Andrew J. DuBrin

### Overview:

MindTap Management for DuBrin's Leadership: Research Findings, Practice, and Skills, 9th Edition is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course—to provide engaging content, to challenge every individual, and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You. MindTap Management for DuBrin's Leadership: Research Findings, Practice, and Skills, 9th Edition includes readings and self-assessments from the book as well as multiple choice quizzes and assignments for each chapter. MindTap gives you complete ownership of your content and learning experience. Customize the interactive syllabi, emphasize the most important topics, and add your own material or notes in the eBook.

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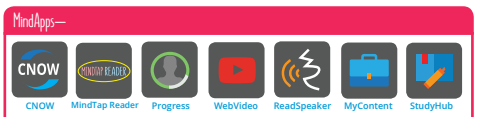
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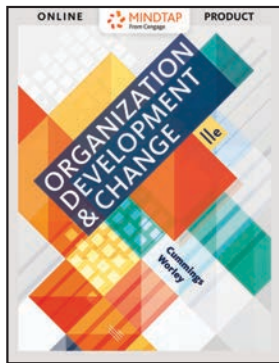
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## Organization Development and Change, 11E

Authors: **Thomas G. Cummings | Christopher G. Worley**

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MindTap Management for Cummings/Worley's Organization Development and Change, 11th Edition is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course--to provide engaging content, to challenge every individual and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You. MindTap gives you complete ownership of your content and learning experience. Customize the interactive syllabi, emphasize the most important topics and add your own material or notes in the ebook.

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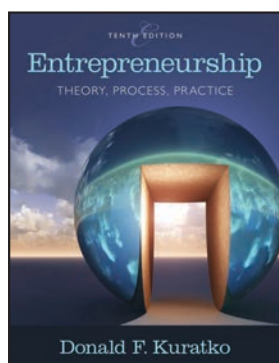
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## Entrepreneurship: Theory, Process, Practice, 10E

Author: Donald F. Kuratko

### Overview:

ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 10e, combines a practical, step-by-step approach with a theoretical foundation to form a basic framework for understanding the theory, processes, and practice of entrepreneurship. This edition has been updated to include current developments and issues in this explosive field.

### Features:

- The MindTap® digital learning solution provides a blend of new, retained, and updated cases, designed to help students think and act like entrepreneurs, whether in a start-up or corporate setting. Experiential Exercises give students an opportunity to test and investigate their understanding of chapter principles through self-scoring assessments, skills inventories, and related applications.
- The MindTap® digital learning suite offers engaging, challenging, rigorous learning activities written exclusively by Dr. Kuratko. Students experience what it's like to be an entrepreneur firsthand as they complete experiential challenges that develop their creative and critical thinking skills.
- Information on IPOs, venture capitalists, and angel investors has been updated.
- Design Methodology, the Lean Start Up Methodology, and the Business Model Canvas, are all presented to provide students with an understanding of the most contemporary methods being employed in the marketplace.

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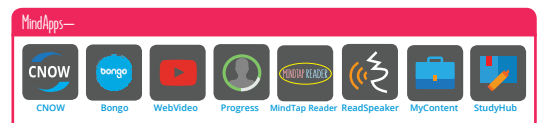
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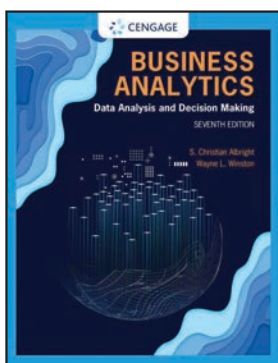
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## ELECTIVES (OPERATIONS AND DECISION SCIENCES)



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### Business Analytics: Data Analysis & Decision Making, 7E

Authors: S. Christian Albright | Wayne L. Winston

#### Overview:

Guide your students in mastering data analysis, modeling and the effective use of spreadsheets with Albright/Winston's popular BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 7E. This edition is more data-oriented than ever before with a new chapter covering the two main Power BI tools in Excel -- Power Query and Power Pivot -- and a section on data visualization with Tableau Public. Current problems, cases and examples highlight the relevance of the material. In addition, a Companion Website includes data and solutions files, PowerPoint slides, SolverTable for optimization sensitivity analysis and the Palisade DecisionTools Suite. MindTap digital resources are also available.

#### Features:

- **EMPHASIS ON MODERN DATA ANALYSIS TOOLS EQUIPS STUDENTS FOR TODAY'S BUSINESS WORLD.** In addition to covering traditional methods of data analysis, including summary stats, correlations, histograms, scatterplots and time series graphs, this edition emphasizes more recent digital tools for analyzing data. Students learn to use Excel tables and pivot tables, Excel's Data Model, Excel's Power Query and Power Pivot add-ins and data visualization with Tableau Public.
- **MINDTAP DIGITAL RESOURCES ACCELERATE STUDENT PROGRESS.** Provide engaging content, challenge every individual learner and build student confidence with MindTap -- the platform that gives you complete control over your course. This edition's MindTap digital resources now offer more variety, depth, the option to randomize homework assignments and practice problems with video tutorials created by text author Chris Albright. The interactive MindTap Reader offers Excel examples, data file downloads and solutions files.
- **PRACTICAL TECHNICAL TIPS GUIDE STUDENTS IN APPLYING CONCEPTS TO ACTUAL BUSINESS PRACTICE.** Integrated throughout the chapters, insightful tips help students apply chapter concepts to real business practices, decisions and planning. Guidelines and insights range from general technical information to application-specific tips when using Excel, pivot tables, StatTools, Solver and @RISK.



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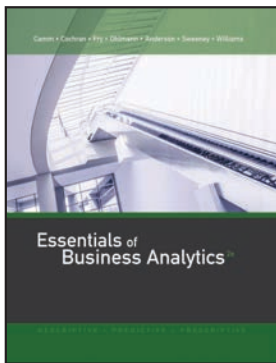
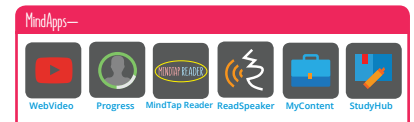
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**Essentials of Business Analytics, 2E**

**Authors: Jeffrey D. Camm | James J. Cochran | Michael J. Fry | Jeffrey W. Ohlmann | David R. Anderson | Dennis J. Sweeney | Thomas A. Williams**

**Overview:**

ESSENTIALS OF BUSINESS ANALYTICS, 2e provides coverage over the full range of analytics--descriptive, predictive, and prescriptive--not covered by any other single book. It includes step-by-step instructions to help students learn how to use Excel and powerful but easy to use Excel add-ons such as XL Miner for data mining. Extensive solutions to problems help instructors master material and grade student assignments.

**Features:**

- DATAfiles and MODELfiles: All data sets used as examples and in student exercises are also provided online as files available for download by the student. DATAfiles are Excel files that contain data needed for the examples and problems given in the textbook. MODELfiles contain additional modeling features such as extensive use of Excel formulas or the use of Excel Solver or Analytic Solver Platform.
- First Mindtap for Business Analytics. MindTap is a customizable digital course solution that includes an interactive eBook, autograded exercises from the textbook, and author-created video walkthroughs of key chapter concepts and select examples that use Analytic Solver platform. Students can complete assignments whenever and wherever they are ready to learn with course material specially customized for students by you streamlined in one proven, easy-to-use interface. MindTap gives students a roadmap to master decision-making in business analytics. With an array of resources, tools, and apps -- including videos, practice opportunities, note taking, and flashcards.

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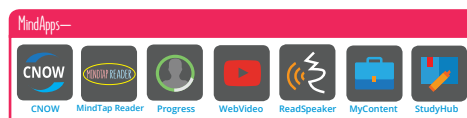
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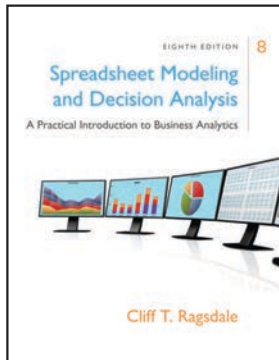
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## Spreadsheet Modeling & Decision Analysis: A Practical Introduction to Business Analytics, 8E

**Author: Cliff Ragsdale**

### Overview:

Cliff Ragsdale's new edition of SPREADSHEET MODELING AND DECISION ANALYSIS: A PRACTICAL INTRODUCTION TO BUSINESS ANALYTICS retains the elements and philosophy of past success while now helping your students transition to business analytics. SPREADSHEET MODELING AND DECISION ANALYSIS, 8E's updates work seamlessly with Microsoft® Office Excel® 2016. This text focuses on developing both algebraic and spreadsheet modeling skills. This edition now features Analytic Solver and XLMiner Platforms with powerful tools for performing optimization, simulation and decision analysis in Excel, as well as complete tools for performing data mining in Excel and techniques for predictive analytics.

### Features:

- **XLMINER PLATFORM OFFERS A COMPLETE SUITE OF TOOLS FOR HANDS-ON EXPERIENCE.** This leading business analytics software provides a variety of data mining tools and techniques including data import and cleansing, data exploration and visualization, feature selection, clustering, affinity analysis. Students also find a variety of techniques for predictive analytics including discriminant analysis, neural networks, logistic regression, classification and regression trees, k-nearest neighbor, naive Bayes, and times-series analysis.
- **AUTHOR-CREATED TEACHING RESOURCES ENHANCE CLASS PRESENTATION AND REDUCE PREPARATION.** A thorough and carefully crafted set of PowerPoint® slides and Excel solution files prepared by the text author reduce your preparation time while providing tools to clarify concepts in your course.
- **NEW MINDTAP® DIGITAL LEARNING SOLUTION HELPS YOU ENGAGE TODAY'S STUDENTS.** This all-digital version of the book enhances student learning in each chapter with an engagement video and discussion, a quiz with rich feedback, videos by the author that explain chapter concepts, and end-of-chapter assignments that are tailored to work well digitally.

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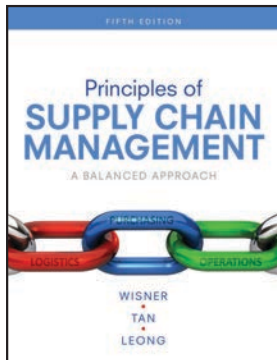
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## Principles of Supply Chain Management: A Balanced Approach, 5E

Authors: Joel D. Wisner | Keah-Choon Tan | G. Keong Leong

### Overview:

Present the latest practices, trends, and developments from the field as PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH, 5E guides students step-by-step through the management of all supply chain activities. Comprehensive content addresses real concerns related to domestic and global supply chains while one-of-a-kind coverage encompasses processes in operations, purchasing, logistics and then process integration. MindTap digital resources and assignments are available in addition to an Instructor Companion Website with Instructor's Manual, PowerPoint® slides, and test bank.

### Features:

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- MINDTAP IS THE DIGITAL LEARNING SOLUTION THAT POWERS STUDENTS FROM MEMORIZATION TO MASTERY. It gives you complete control of your course -- to provide engaging content, to challenge every individual, and to build their confidence. Relevant assignments guide students to analyze, apply, and improve thinking and allow you to measure skills and outcomes with ease. Empower students to accelerate their progress with MindTap. MindTap: Powered by You.
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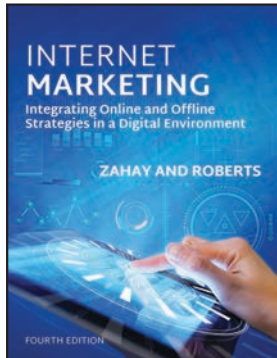
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## ELECTIVES (INFORMATION TECHNOLOGY)



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### Internet Marketing: Integrating Online and Offline Strategies in a Digital Environment, 4E

Authors: Debra Zahay | Mary Lou Roberts

#### Overview

MindTap Marketing for Zahay/Roberts' Internet Marketing, 4th Edition, is the digital learning solution that helps instructors engage and transform today's students into critical thinkers. As an instructor using MindTap, you have at your fingertips the right content and unique set of tools curated specifically for your course, all in an interface designed to improve workflow and save time when planning lessons and course structure."

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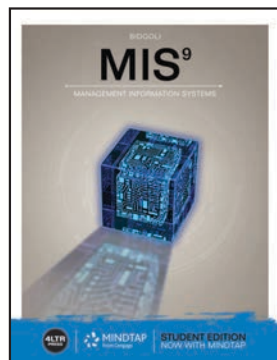
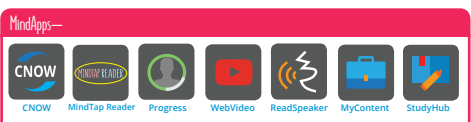
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### MIS, 9E

Author: Hossein Bidgoli

#### Overview:

MIS9 is the most practical MIS textbook on the market, with over 100 information boxes and cases that clearly illustrate how information systems are being used in real-life applications. New for this edition, MindTap digital resources are available with readings, videos, RSS feeds and interactive assignments!

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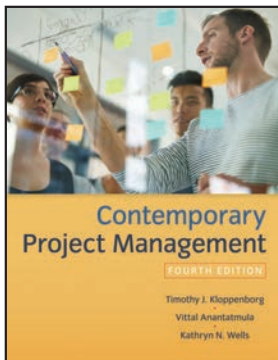
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Price: ₹799

## Contemporary Project Management, 4E

Authors: Timothy Kloppenborg | Vittal S. Anantamula | Kathryn Wells

### Overview:

Teach students to master the most proven methods in project management as well as new techniques and today's most recent research with Kloppenborg's CONTEMPORARY PROJECT MANAGEMENT, 4E. Students practice manual techniques before learning to use Microsoft® Project 2016. They build strong portfolios to showcase skills as they create deliverables for real projects. They prepare to become Certified Associates in Project Management (CAPM®) or Certified Project Management Professionals (PMP®), if desired.

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- The authors have created 23 videos showing how to perform many of the project management techniques, 15 are for activities such as creating charters and the other eight are for Microsoft Project 2016. These videos appear only in the MindTap product.
- **COVERAGE OF MICROSOFT® PROJECT 2016 PREPARES STUDENTS TO WORK WITH THE MOST RECENT TOOLS.** Discussion of Microsoft® Project 2016 demonstrates how to automate the project management techniques addressed in each chapter. The author introduces all concepts using a step-by-step presentation that's consistent with PMBOK® work processes. Students learn additional MS Project functionality as they practice techniques such as identifying and overcoming resource overloads and crashing project schedules. Full-color screenshots make the content more realistic and easy to follow.
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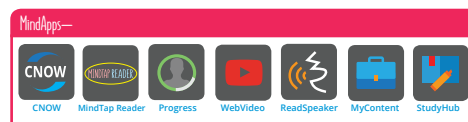
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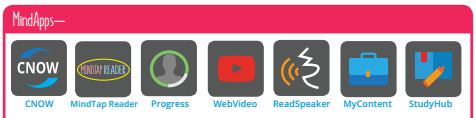
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