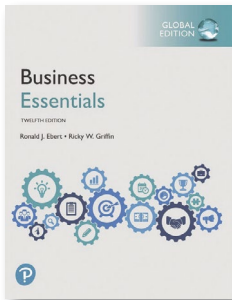


Business

Introduction to Business



Business Essentials, 12e

Ronald J. Ebert & Ricky W. Griffin

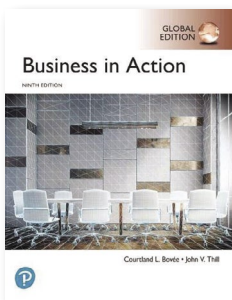
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Course: Introduction to Business

The recent events in domestic and global economies are presenting unprecedented challenges, excitement and disappointments for businesses – and a need for change in introduction to business courses and texts. *Business Essentials* captures the widespread significance of these developments and presents their implications for companies today. The 12th Edition includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts that they are learning about and making this text the most current and relevant one available on the market.



Business in Action, 9e

Courtland L. Bovee & John V. Thill

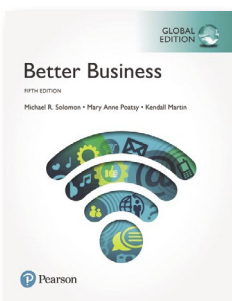
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Course: Introduction to Business

Business in Action remains the premier, comprehensive textbook for important introductory business principles and concepts. Featuring a highly organized, objective-driven structure, the text incorporates relevant, contemporary examples and trends from the business world. The 9th Edition has been streamlined to better match the needs of the course. New material, visuals and assessment questions cover the full spectrum of contemporary business topics without filler or fluff. So, students can focus on what's important — developing the skills today's business leaders are looking for.



Better Business, 5e

Michael R. Solomon,
Mary Anne Poatsy
& Kendall Martin

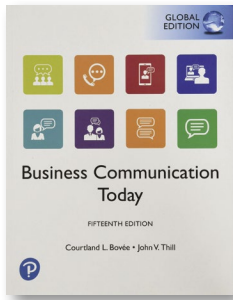
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624pp • Paperback

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Course: Introduction to Business

Better Business offers the business content students need, but in a better way. By presenting the material in a stimulating Q&A format, *Better Business* encourages students to come to class prepared to have better conversations and a truly engaging classroom experience. One of the most significant shifts in the business environment since the first edition of *Better Business* is the explosive growth of social media in all parts of business. The Fourth Edition continues to feature social media strategies and technologies in over 85% of its chapters, as well as significant updates to the technology chapter.



Business Communication Today, 15e

Courtland L. Bovee & John V. Thill

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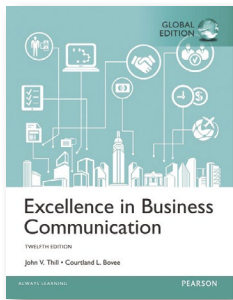
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Course: Business Communication

Business Communication Today continues to demonstrate the vital connection between recent technological developments and modern business practices. Each new edition addresses the most essential changes in technology and how they impact the business world, while still covering timeless communication skills such as listening, presenting and writing. With coverage of mobile communication, social media and the emerging impact of artificial intelligence, the 15th Edition blends leading-edge topics with timeless fundamental skills.



Excellence in Business Communication, 12e

John V. Thill & Courtland L. Bovee

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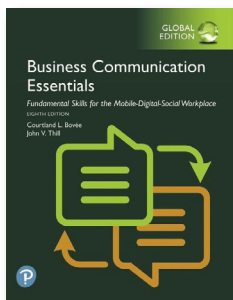
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Course: Business Communication

Following in the wake of the digital revolution and the advent of social media, business communication has been hit by yet another revolutionary change: the rise of mobile communication. In this Twelfth Edition of Bovee and Thill's *Excellence in Business Communication*, the most significant and recent technology-related changes affecting the business world are thoroughly discussed. Not to be forgotten, the text continues to emphasize fundamental skills and principles, including the importance of writing, listening, presenting and other components of business communication.



Business Communication Essentials, 8e

Courtland L. Bovee & John V. Thill

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544pp • Paperback

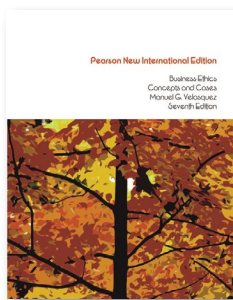
eBook version available

Available with MyLab Business Communication or Pearson Horizon

Course: Business Communication

For the past two decades, business communication has been in a constant flux, with email, web content, social media and mobile devices changing the rules of the game. *Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace* equips students with the fundamental skills for a career in the modern, mobile workplace. With a balance of basic business English, communication approaches and the latest technology, the text covers writing, listening and presentation strategies in a contemporary manner.

Business Ethics



Business Ethics: Concepts and Cases, 7e

Manuel G. Velasquez

9781292022819 • ©2013

440pp • Paperback

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Course: Business Ethics

Business Ethics: Concepts and Cases introduces the reader to the ethical concepts that are relevant to resolving moral issues in business; imparts the reasoning and analytical skills needed to apply ethical concepts to business decisions; identifies moral issues specific to a business; provides an understanding of the social, technological and natural environments within which moral issues in business arise; and supplies case studies of actual moral conflicts faced by businesses.



Ethics and the Conduct of Business, 7e

John R. Boatright

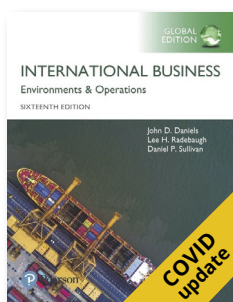
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352pp • Paperback

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Course: Business Ethics

Ethics and the Conduct of Business is a comprehensive and up-to-date discussion of the most prominent issues in the field of business ethics and the major positions and arguments on these issues. Numerous real-life examples and case studies are used throughout the book to increase understanding of issues, stimulate class discussion and show the relevance of the discussion to real-life business practice.

International Business



International Business, 17e

John D. Daniels, Lee H. Radebaugh,
Daniel Sullivan & Reid Click

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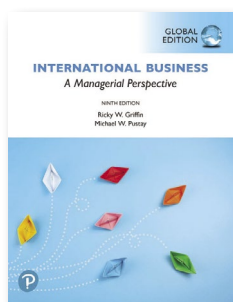
eBook version available

Available with MyLab Management

Course: International Business

Key features:

- The new author, Reid Click, brings his expertise in international business.
- New content on the COVID-19 pandemic, focusing on institutions, supply chains and trade.
- Discussion of new legislation impacting corporate policies and strategies.
- 36 cases provide fully up-to-date analyzes of issues, institutions, countries and companies.



International Business, 8e

Ricky W. Griffin & Michael Pustay

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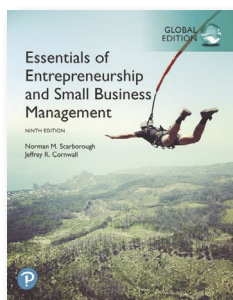
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Available with MyLab Management

Course: International Business

Packed with current examples that reflect the vibrancy of the international business field, this student-friendly text offers a managerial approach that keeps an emphasis on skills development, emerging markets and geographical literacy. It also greatly emphasizes cultural literacy and gives students the tools to effectively communicate with foreign business representatives. The 9th Edition features new cases, boxes and analysis reflecting the latest challenges and opportunities confronting international businesses, so students are prepared to successfully conduct business with organizations worldwide.

Small Business / Entrepreneurship



Essentials of Entrepreneurship and Small Business Management, 9e

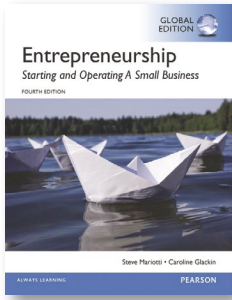
Norman M. Scarborough
& Jeffrey R. Cornwall

9781292266022 • ©2019
832pp • Paperback

eBook version available

Course: Small Business Management

Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its Ninth Edition, *Essentials of Entrepreneurship and Small Business Management* teaches students how to successfully launch and manage a business.



Entrepreneurship: Starting and Operating A Small Business, 4e

Steve Mariotti & Caroline Glackin

9781292097411 • ©2015
576pp • Paperback

eBook version available

Course: Small Business Management

A comprehensive, practical approach to starting a business. For fledgling entrepreneurs and business students, *Entrepreneurship: Starting and Operating A Small Business* untangles the complex economic, financial and professional considerations surrounding business ownership and operations.



Entrepreneurship: Successfully Launching New Ventures, 6e

Bruce R. Barringer & Duane Ireland

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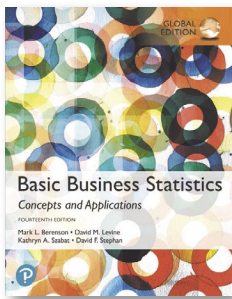
Available with MyLab Entrepreneurship or Pearson Horizon

Course: Entrepreneurship

Key features:

- This text provides a good balance between academic literature and real-world experience of entrepreneurs.
- Revised Chapter 1 features more global examples.
- New in-text features and cases support student understanding.

Business Statistics / Quantitative Methods



Basic Business Statistics, 14e

Mark L. Berenson, David Levine & Kathryn A. Szabat

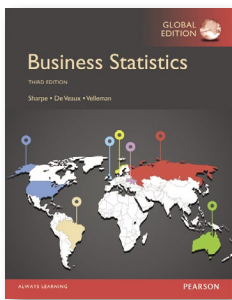
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Available with MyLab Statistics

Course: Introduction to Business Statistics (Two Semester)

Statistics is essential for all business majors and this text helps students see the role statistics will play in their own careers by providing examples drawn from all functional areas of business. Guided by principles set by major statistical and business science associations (ASA and DSI), plus the authors' diverse teaching experiences, the Thirteenth Edition of this textbook continues to innovate and improve the way this course is taught to all students.



Business Statistics, 3e

Norean R. Sharpe, Richard D. De Veaux & Paul Velleman

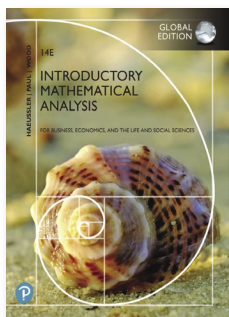
9781292058696 • ©2014
976pp • Paperback

eBook version available

Available with MyLab Statistics

Course: Introduction to Business Statistics (Two Semester)

Business Statistics narrows the gap between theory and practice – relevant statistical methods empower business students to make effective, data-informed decisions. Focusing on statistics in the context of real business issues, with an emphasis on analysis and understanding over computation, the text helps students be analytical, prepares them to make better business decisions and shows them how to effectively communicate results.



Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences, 15e

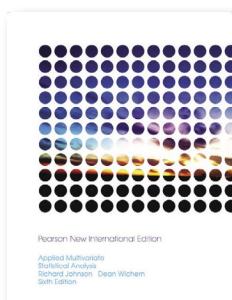
Ernest F. Haeussler, Richard S. Paul & Richard J. Wood

9781292413020 • ©2021
Paperback

eBook version available

Course: Mathematical Methods in Business

Haeussler, Paul and Wood establish a strong algebraic foundation that sets this text apart from other applied mathematics texts, paving the way for students to solve real-world problems that use calculus. Emphasis on developing algebraic skills is extended to the exercises – including both drill problems and applications. The authors work through examples and explanations with a blend of rigor and accessibility. The table of contents covers a wide range of topics efficiently, enabling instructors to tailor their courses to meet student needs.



Applied Multivariate Statistical Analysis, 6e

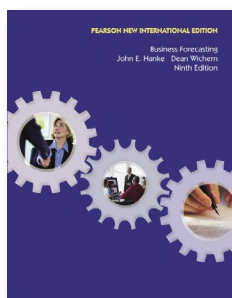
Richard A. Johnson & Dean W. Wichern

9781292024943 • ©2013
776pp • Paperback

eBook version available

Course: Intermediate Business Statistics

Appropriate for experimental scientists in a variety of disciplines, this market-leading text offers a readable introduction to the statistical analysis of multivariate observations. Its primary goal is to impart the knowledge necessary to make proper interpretations and select appropriate techniques for analyzing multivariate data. Ideal for a junior/senior or graduate level course that explores the statistical methods for describing and analyzing multivariate data.



Business Forecasting, 9e

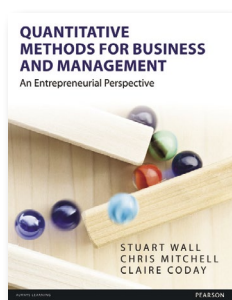
John E. Hanke & Dean W. Wichern

9781292023007 • ©2013
512pp • Paperback

eBook version available

Course: Business Forecasting

Written in a simple, straightforward style, *Business Forecasting* presents basic statistical techniques using practical business examples to teach students how to predict long-term forecasts.



Quantitative Methods for Business and Management: An Entrepreneurial Perspective

Stuart Wall, Chris Mitchell & Claire Coday

9780273770558 • ©2014
384pp • Paperback

eBook version available

Available with MyLab Math

Course: Quantitative Methods for Business

This engaging introduction shows how quantitative techniques can be used to analyze the internal and external environments in which businesses and organizations operate, with a contemporary focus on business start-up, enterprise and entrepreneurial skills.