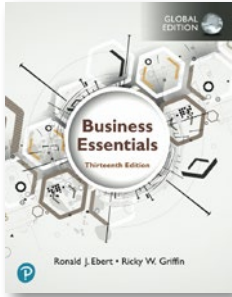


# Business

## Introduction to Business



### Business Essentials, 13e

Ronald J. Ebert & Ricky W. Griffin

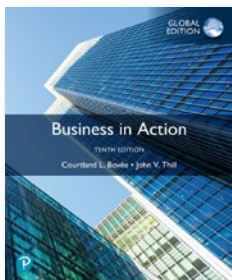
©2022 • 704pp • Paperback

**Available with MyLab Intro to Business**

**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 on companies today. With new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts they're learning about, and making this text the most current and relevant one available on the market.

Print	Pearson eText	VitalSource/Kortext eBook
9781292426938	9781292427034	9781292427027
MyLab Intro to Business	Pack of print text + MyLab Intro to Business	
9781292426969	9781292426945	



### Business in Action, 10e

Courtland L. Bovee & John V. Thill

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**Available with MyLab Intro to Business**

**Course:** Introduction to Business

*Business in Action* remains the premier text for important introductory business principles and concepts. It incorporates relevant, contemporary examples and trends from the business world. From the life-changing impact of the pandemic to the prospect of conducting business in the metaverse to a spark of hope in the union movement, the past several years have been momentous for business. This new edition has been thoroughly revised to reflect all these changes and help prepare students for the complexities and expectations of today's workplace.

Print	Pearson eText	VitalSource/Kortext eBook
9781292721651	9781292721675	9781292721682
MyLab Intro to Business	Pack of print text + MyLab Intro to Business	
9781292453347	9781292453378	



### Better Business, 5e

Michael R. Solomon,  
Mary Anne Poatsy  
& Kendall Martin

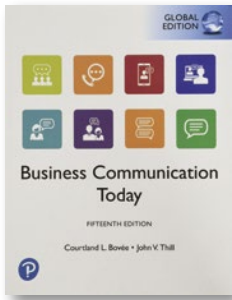
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**Available with MyLab Intro to Business**

**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.

Print	VitalSource/Kortext eBook
9781292218199	9781292218205
MyLab Intro to Business	Pack of print text + MyLab Intro to Business
9781292218304	9781292218328



## Business Communication Today, 15e

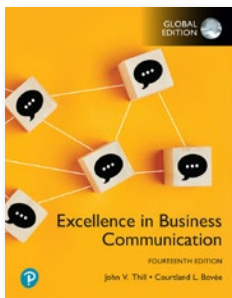
Courtland L. Bovee & John V. Thill  
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**Available with MyLab Business Communication**

**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.

Print	VitalSource/Kortext eBook
9781292353142	9781292353159
MyLab Business Comms	Pack of print text + MyLab Business Comms
9781292353241	9781292353265



## Excellence in Business Communication, 13e

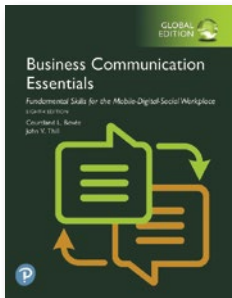
John V. Thill & Courtland L. Bovee  
©2023 • 672pp • Paperback

**Available with MyLab Business Communication**

**Course:** Business Communication

Taking a close look at the fundamental skills and principles of business communication, this text features practical advice, time-tested processes, and real-world examples, to help students hone and develop essential communication skills. The 14th edition continues to set new standards for currency and innovation. The authors performed extensive research to ensure up-to-date coverage of diversity, equity, and inclusion in communication skills, innovative technology usage, and contemporary business practices.

Print	Pearson eText	VitalSource/Kortext eBook
9781292450117	9781292450094	9781292450094
MyLab Business Comms	Pack of print text + MyLab Business Comms	
9781292450063	9781292450032	



## Business Communication Essentials, 8e

Courtland L. Bovee & John V. Thill  
©2020 • 544pp • Paperback

**Available with MyLab Business Communication**

**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.

Print	VitalSource/Kortext eBook
9781292330099	9781292330167
MyLab Business Comms	Pack of print text + MyLab Business Comms
9781292330228	9781292330204

**Business Ethics**



**Business Ethics: Concepts and Cases, 7e**

Manuel G. Velasquez  
©2013 • 440pp • Paperback

**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.

Print	VitalSource/Kortext eBook
9781292022819	9781292036014



**Ethics and the Conduct of Business, 7e**

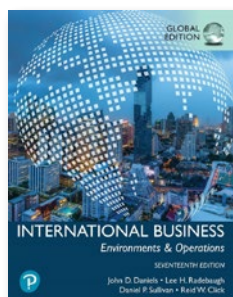
John R. Boatright  
©2013 • 352pp • Paperback

**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.

Print	VitalSource/Kortext eBook
9781292022864	9781292036052

**International Business**



**International Business, 17e**

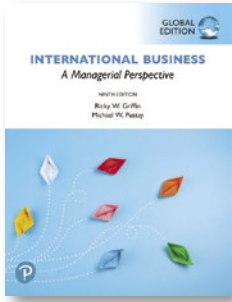
John D. Daniels, Lee H. Radebaugh,  
Daniel Sullivan & Reid Click  
©2021 • 696pp • Paperback

**Available with MyLab Management**

**Course:** International Business

*International Business: Environments and Operations, 17th Edition*, remains one of the most authoritative texts on the subject available. Balancing practice with classroom theory, the text teaches your students to apply what they have learned and develops critical thinking skills. This edition enhances learning with contemporary examples, scenarios, and cases, as well as expanded coverage of relevant political, economic, social, and institutional changes.

Print	Pearson eText	VitalSource/Kortext eBook
9781292403274	9781292419961	9781292403397
MyLab Management	Pack of print text + MyLab Management	
9781292403410	9781292403496	



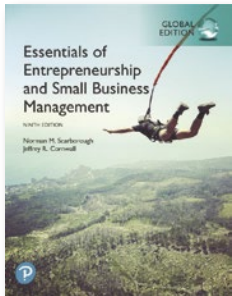
**International Business, 8e**  
 Ricky W. Griffin & Michael Pustay  
 ©2019 • 624pp • Paperback  
**Available with MyLab Management**

**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.

Print	VitalSource/Kortext eBook
9781292313733	9781292313795
MyLab Management	Pack of print text + MyLab Management
9781292313856	9781292313832

## Small Business / Entrepreneurship

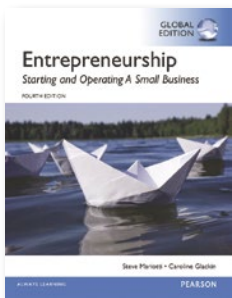


**Essentials of Entrepreneurship and Small Business Management, 9e**  
 Norman M. Scarborough & Jeffrey R. Cornwall  
 ©2019 • 832pp • Paperback

**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.

Print	VitalSource/Kortext eBook
9781292266022	9781292266084
MyLab Entrepreneurship	Pack of print text + MyLab Entrepreneurship
9781292266145	9781292266121

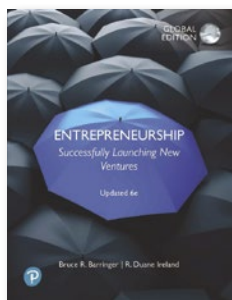


**Entrepreneurship: Starting and Operating A Small Business, 4e**  
 Steve Mariotti & Caroline Glackin  
 ©2015 • 576pp • Paperback

**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.

Print	VitalSource/Kortext eBook
9781292097411	9781292097428



**Entrepreneurship:  
Successfully Launching  
New Ventures, 6e**

Bruce R. Barringer & Duane Ireland  
©2021 • 624pp • Paperback

**Available with MyLab Entrepreneurship**

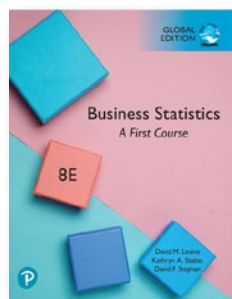
**Course:** Entrepreneurship

**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.

<b>Print</b>	<b>VitalSource/Kortext eBook</b>
9781292402826	9781292402871
<b>MyLab Entrepreneurship</b>	<b>Pack of print text + MyLab Entrepreneurship</b>
9781292402895	9781292402956

**Business Statistics / Quantitative Methods**



**Business Statistics: A First  
Course, 8e**

David M. Levine, Kathryn A. Szabat  
& David F. Stephan

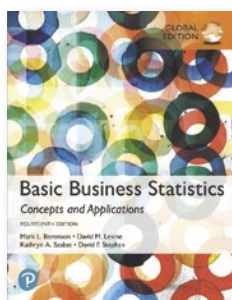
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**Available with MyLab Statistics**

**Course:** Introduction to Business Statistics (One 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. With new examples, case scenarios, and problems, the text continues its tradition of focusing on the interpretation of results, evaluation of assumptions, and discussion of next steps that lead to data-informed decision making.

<b>Print</b>	<b>VitalSource/Kortext eBook</b>
9781292320366	9781292320489
<b>MyLab Statistics</b>	<b>Pack of print text + MyLab Statistics</b>
9781292320472	9781292320496



**Basic Business Statistics,  
14e**

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

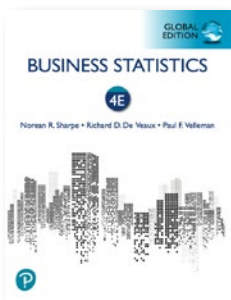
©2019 • 840pp • Paperback

**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.

<b>Print</b>	<b>VitalSource/Kortext eBook</b>
9781292265032	9781292265131
<b>MyLab Statistics</b>	<b>Pack of print text + MyLab Statistics</b>
9781292265087	9781292402956



## Business Statistics, 4e

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

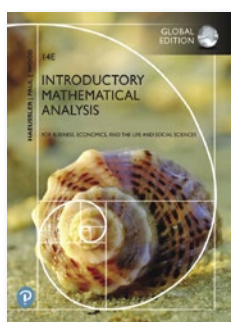
©2021 • 904pp • Paperback

**Available with MyLab Statistics**

**Course:** Introduction to Business Statistics (Two Semester)

*Business Statistics* narrows the gap between theory and practice by focusing on relevant statistical methods, thus empowering business students to make good, data-driven decisions. Using the latest GAISE (Guidelines for Assessment and Instruction in Statistics Education) report, which included extensive revisions to reflect both the evolution of technology and new wisdom on statistics education, this edition brings a modern edge to teaching business statistics.

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9781292269313	9781292269375
MyLab Statistics	Pack of print text + MyLab Statistics
9781292269368	9781292269429



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

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

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**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.

Print	VitalSource/Kortext eBook
9781292413020	9781292413099
MyLab Statistics	Pack of print text + MyLab Statistics
9781292413112	9781292413204



## Applied Multivariate Statistical Analysis, 6e

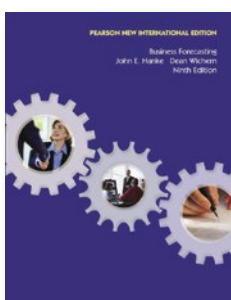
Richard A. Johnson  
& Dean W. Wichern

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**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.

Print	VitalSource/Kortext eBook
9781292024943	9781292037578



## Business Forecasting, 9e

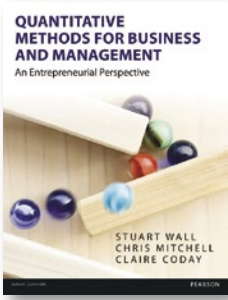
John E. Hanke & Dean W. Wichern

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**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.

Print	VitalSource/Kortext eBook
9781292023007	9781292036182



Quantitative Methods  
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Management: An  
Entrepreneurial  
Perspective

Stuart Wall, Chris Mitchell  
& Claire Coday

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**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.

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MyLab Math	Pack of print text + MyLab Math
9780273770602	9781292064369