



# Business

Introduction to Business



**Business Essentials, 11e**

Ronald J. Ebert & Ricky W. Griffin

9781292152240 • ©2016  
696pp • Paperback • £53.99

eBook: 9781292152257 • £43.99

**Available with MyLab Intro to Business**

Package: 9781292152356 • £61.58

**Course:** Introduction to Business

The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business – and a need for a change in Introduction to Business courses and texts. *Business Essentials* captures the widespread significance of these developments and presents their implications on businesses today. This 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, and making this text the most current and relevant one available on the market today.



**Business in Action, 8e**

Courtland L. Bovee & John V. Thill

9781292160634 • ©2016  
608pp • Paperback • £59.99

eBook: 9781292160696 • £47.99

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**Course:** Introduction to Business

Fully comprehensive, *Business in Action* remains significantly shorter than other introductory business textbooks without omitting any important principles and concepts. Featuring a highly organized, objective-driven structure, this Eighth Edition builds on the text's tradition of incorporating relevant, contemporary examples from the business world with five brand-new vignettes and case studies bookending its chapters.



**Better Business, 5e**

Michael R. Solomon,  
Mary Anne Poatsy  
& Kendall Martin

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624pp • Paperback • £57.99

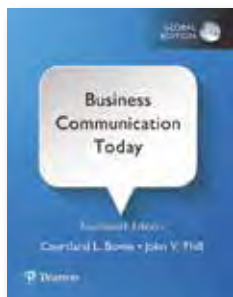
eBook: 9781292218205 • £46.99

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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, 14e**

Courtland L. Bovee & John V. Thill

9781292215341 • ©2017  
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**Available with MyLab Business Communication**

Package: 9781292215457 • £62.00

**Course:** Business Communication

*Business Communication Today* continually demonstrates the inherent connection between recent technological developments and modern business practices. With a strong focus on mobile integration, the Fourteenth Edition blends current topics, such as social media in business, with more traditional entrepreneurial concepts. The text is flexible and suitable for all students, instilling crucial business skills needed to thrive in an office environment.



## Excellence in Business Communication, 12e

John V. Thill & Courtland L. Bovee

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672pp • Paperback • £53.99

eBook: 9781292156668 • £43.99

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Package: 9781292156767 • £61.99

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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, 7e

Courtland L. Bovee & John V. Thill

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524pp • Paperback • £53.99

eBook: 9781292093291 • £43.99

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Package: 9781292093383 • £64.22

**Course:** Business Communication

*Business Communication Essentials* equips students with fundamental skills for a career in the modern, mobile workplace. With comprehensive coverage of writing, listening, and presentation strategies in a contemporary context, this text balances basic business English, communication approaches, and the latest technology in one accessible volume.

## Business Ethics



## Business Ethics: Concepts and Cases, 7e

Manuel G. Velasquez

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*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

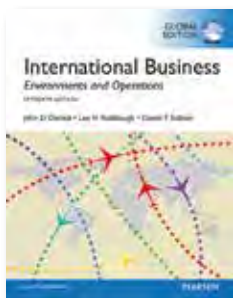
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eBook: 9781292036052 • £40.00

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

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**Course:** Small Business Management

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This textbook explores the allure of entrepreneurship, teaching students how to successfully start their own businesses. With real business profiles of inspiring young entrepreneurs, the text engages students through relevant examples they can easily relate to.

Business Statistics / Quantitative Methods



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

9781292069029 • ©2014  
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**Available with MyLab Statistics**  
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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.



**Statistics for Business (Arab World Edition)**

Farouk Benghezal

9781408269800 • ©2011  
768pp • Paperback • £50.90

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**Business Statistics, 3e**

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

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976pp • Paperback • £63.99

eBook: 9781292058719 • £52.00

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Package: 9781292243726 • £95.50

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**Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 13e**

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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.



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Richard A. Johnson  
& Dean W. Wichern

9781292024943 • ©2013  
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eBook: 9781292037578 • £43.99

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John E. Hanke & Dean W. Wichern

9781292023007 • ©2013  
512pp • Paperback • £55.99

eBook: 9781292036182 • £44.99

**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  
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eBook: 9780273770619 • £40.99

**Available with MyLab Math**  
Package: 9781292064369 • £61.94

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