

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

Available with MyLab Intro to Business

Package: 9781292160733 • £67.94

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

9781292218199 • ©2018
624pp • Paperback • £57.99

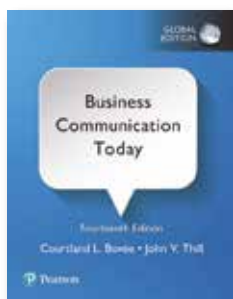
eBook: 9781292218205 • £46.99

Available with MyLab Intro to Business

Package: 9781292218328 • £67.00

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
704pp • Paperback • £52.99

eBook: 9781292215402 • £43.00

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

9781292156651 • ©2016
672pp • Paperback • £53.99

eBook: 9781292156668 • £43.99

Available with MyLab Business Communication

Package: 9781292156767 • £61.99

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, 7e

Courtland L. Bovee & John V. Thill

9781292093260 • ©2015
524pp • Paperback • £53.99

eBook: 9781292093291 • £43.99

Available with MyLab Business Communication

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

9781292022819 • ©2013
440pp • Paperback • £55.99

eBook: 9781292036014 • £44.99

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

9781292022864 • ©2013
352pp • Paperback • £48.99

eBook: 9781292036052 • £40.00

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, 16e

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

9781292214733 • ©2018
688pp • Paperback • £52.99

eBook: TBC • £TBC

Available with MyLab Management
Package: 9781292214849 • £62.00

Course: International Business

Balancing authoritative theory and meaningful practice, *International Business* engages students on the subject of conducting business in international markets. The authors' descriptions and ideas of international business are enhanced with contemporary examples, scenarios, and cases that help students effectively apply what they've learned. As rigorous and practical as ever, this edition remains current through updated author-written cases, including seven entirely new cases, streamlined writing, and expanded coverage of relevant global changes.



International Business, 8e

Ricky W. Griffin & Michael Pustay

9781292018218 • ©2014
624pp • Paperback • £63.99

eBook: 9781292069463 • £52.00

Available with MyLab Management
Package: 9781292070148 • £77.97

Course: International Business

International Business illustrates how successful managers must function in a competitive world. 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.

Small Business / Entrepreneurship



Essentials of Entrepreneurship and Small Business Management, 9e

Norman M. Scarborough & Jeffrey R. Cornwall

9781292266022 • ©2019
832pp • Paperback • £59.99

eBook: TBC • £TBC

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 • £53.99

eBook: 9781292097428 • £43.99

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

9781292255330 • ©2019
624pp • Paperback • £58.99

eBook: TBC • £TBC

Available with MyLab Entrepreneurship
Package: 9781292255446 • £63.99

Course: Entrepreneurship

This text explores the allure of entrepreneurship, teaching students how to successfully launch and grow their own business. It examines entrepreneurship through an easy, four-step process that clearly outlines both the excitement and difficulty of launching a new company. Careful to identify failures as well as successes, the text is a guide to starting a new business.

Business Statistics / Quantitative Methods



Basic Business Statistics, 13e

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

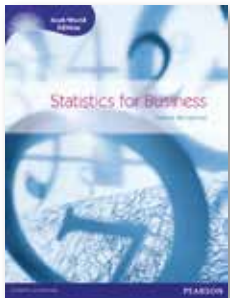
9781292069029 • ©2014
840pp • Paperback • £57.99

eBook: 9781292069036 • £46.99

Available with MyLab Statistics
Package: 9781292243665 • £89.48

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.



Statistics for Business (Arab World Edition)

Farouk Benghezal

9781408269800 • ©2011
768pp • Paperback • £50.90

Course: Introduction to Business Statistics
(Two Semester)

Statistics for Business is an excellent resource for introductory students of statistics, written specifically for students in the Arab region. Drawing on examples from Arab companies, and using both regional and international case studies, this textbook helps students understand the importance of statistics in day to day business operations. Using thorough analysis and detailed explanations this unique textbook is an essential tool for both students and teachers of statistics in the Arab world.



Business Statistics, 3e

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

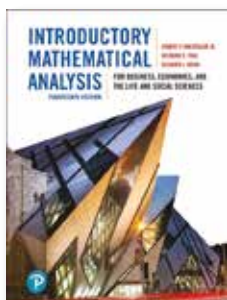
9781292058696 • ©2014
976pp • Paperback • £63.99

eBook: 9781292058719 • £52.00

Available with MyLab Statistics
Package: 9781292243726 • £95.50

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, 14e

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

9780134141107 • ©2019
848pp • Paperback • £58.99

eBook: 9781292034386 • £TBC

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 • £53.99

eBook: 9781292037578 • £43.99

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

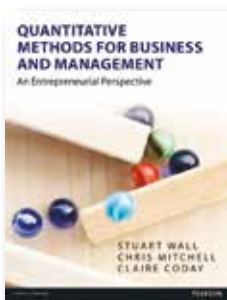
John E. Hanke & Dean W. Wichern

9781292023007 • ©2013
512pp • Paperback • £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
384pp • Paperback • £50.99

eBook: 9780273770619 • £40.99

Available with MyLab Math
Package: 9781292064369 • £61.94

Course: Quantitative Methods for Business

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.