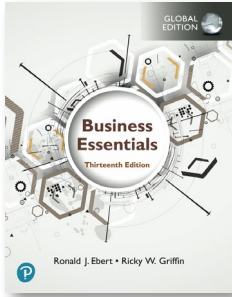


# Business

## Introduction to Business



### Business Essentials, 13e

Ronald J. Ebert & Ricky W. Griffin

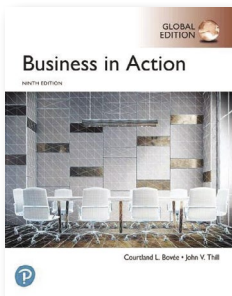
9781292426938 • ©2022  
704pp • Paperback

eBook version available

**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.



### Business in Action, 9e

Courtland L. Bovee & John V. Thill

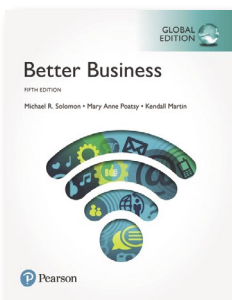
9781292330969 • ©2019  
568pp • Paperback

eBook version available

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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

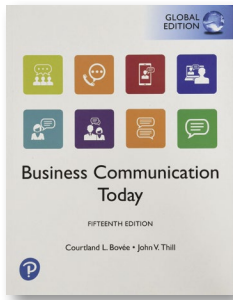
9781292218199 • ©2018  
624pp • Paperback

eBook version available

**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.



## Business Communication Today, 15e

Courtland L. Bovee & John V. Thill

9781292353142 • ©2020

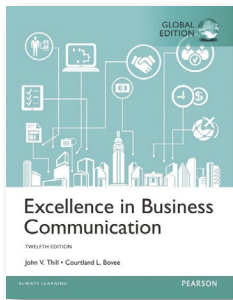
704pp • Paperback

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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.



## Excellence in Business Communication, 12e

John V. Thill & Courtland L. Bovee

9781292156651 • ©2016

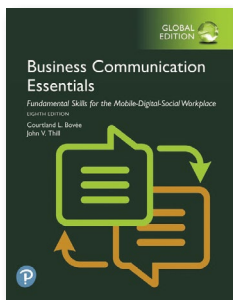
672pp • Paperback

eBook version available

**Available with MyLab Business Communication**

**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

9781292330099 • ©2020

544pp • Paperback

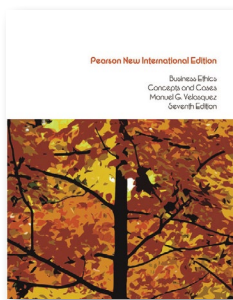
eBook version available

**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

eBook version available

**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.



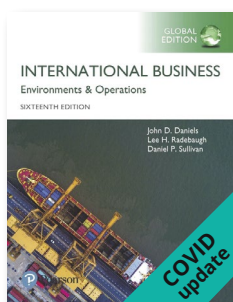
**Ethics and the Conduct of Business, 7e**

John R. Boatright  
 9781292022864 • ©2013  
 352pp • Paperback  
 eBook version available

**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**

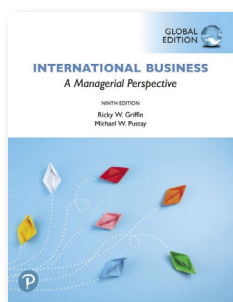
John D. Daniels, Lee H. Radebaugh,  
 Daniel Sullivan & Reid Click  
 9781292403274 • ©2021  
 688pp • Paperback  
 eBook version available

**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.

**Available with MyLab Management**



**International Business, 8e**

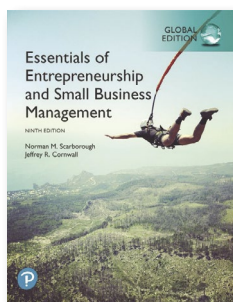
Ricky W. Griffin & Michael Pustay  
 9781292313733 • ©2019  
 624pp • Paperback  
 eBook version available

**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.

**Available with MyLab Management**

**Small Business / Entrepreneurship**

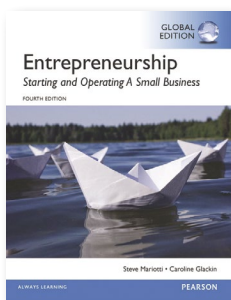


**Essentials of Entrepreneurship and Small Business Management, 9e**

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

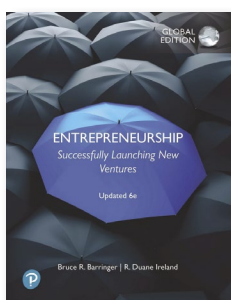
Steve Mariotti & Caroline Glackin

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

9781292402826 • ©2021  
624pp • Paperback

eBook version available

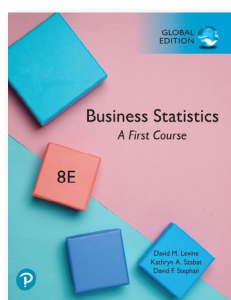
**Available with MyLab Entrepreneurship or Pearson Horizon**

**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



## Business Statistics: A First Course, 8e

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

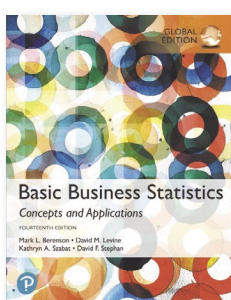
9781292320366 • ©2022  
696pp • Paperback

eBook version available

**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.



## Basic Business Statistics, 14e

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

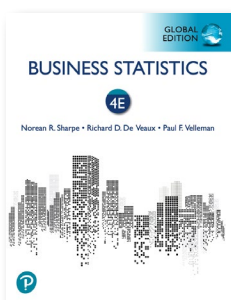
9781292265032 • ©2019  
840pp • Paperback

eBook version available

**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, 4e

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

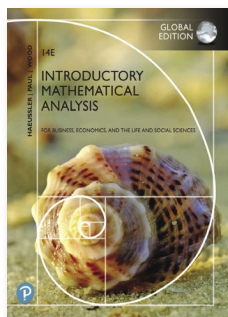
9781292269313 • ©2021  
904pp • Paperback

eBook version available

**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.



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

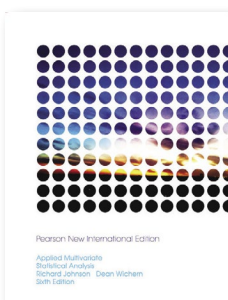
Ernest F. Haeussler, Richard S. Paul & Richard J. Wood

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**

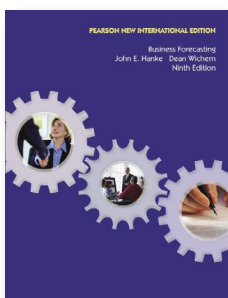
Richard A. Johnson & Dean W. Wichern

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**

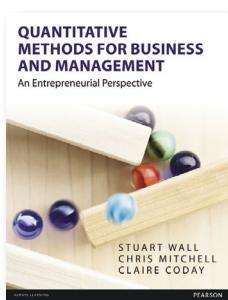
John E. Hanke & Dean W. Wichern

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.