

Management & Marketing

2008 Catalog

Mc Graw Hill Education

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Communicating at Work: Principles and Practices for Business and the Professions, 9e	Adler	9780073511887	0073511889	11
Leadership Communication, 2e	Barrett	9780073403144	0073403148	19
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Business English: Writing in the Global Workplace	Young	9780073545424	0073545422	20

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2009

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2008

Clashing Views on Legal Issues, 13e	Katsh	9780073515090	0073515094	27
The Legal and Regulatory Environment of Business, 14e	Reed	9780073048499	0073048496	30

E-COMMERCE

2009

Matching Supply with Demand: An Introduction to Operations Management, 2e	Cachon	9780073525167	0073525162	42

2008

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2008

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2009

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Intercultural Communication in the Global Marketplace, 4e	Varner	9780073525068	0073525065	19
Business English: Writing in the Global Workplace	Young	9780073545424	0073545422	20

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Introduction to Business Communication

NEW

International Edition



COMMUNICATING AT WORK Principles and Practices for Business and the Professions, 9th Edition

By Ronald B Adler, Santa Barbara City College and Jeanne Marquardt Elmhorst, Central New Mexico Community College

2008 (October 2006) / 600 pages
ISBN-13: 978-0-07-351188-7 / MHID: 0-07-351188-9
(No Selling Rights)
ISBN-13: 978-0-07-110182-0 / MHID: 0-07-110182-9 [IE]

http://www.mhhe.com/adler9

The leading text in business communication, Communicating at Work takes a pragmatic approach that features a strong multicultural focus, a heavy emphasis on effective presentations, and a pedagogical program designed to encourage group activities and skill building. Its combination of clear writing and effective use of tables makes this text an excellent teaching tool. The ninth edition provides coverage of new pedagogy, key new topics and an expansion of other important concepts including sources of on-the-job conflict, how to use informational interviews for career advancement, and stages in group problem-solving.

NEW TO THIS EDITION

❖ New chapter lineup: the coverage of presentational speaking offers more useful information. A separate chapter (14) now focuses exclusively on persuasive presentations, reflecting the importance of influencing others in the world of business and the professions.

❖ Chapter 1 now includes theories of organizational cultures and offers tips to students on cultivating personal networks.

❖ Chapter 4 offers an expanded explanation of how misunderstandings are grounded in the symbolic nature of language, the benefits and dangers of using specialized business terms, the nature of more- and less powerful speech, and tips for improving nonverbal effectiveness.

❖ Combined topics. Situational analysis and organization now are combined in a single chapter (10), so students can learn these key concepts most quickly.

❖ New pedagogy: On Your Feet activities in every chapter get students speaking comfortably from the very beginning of the course. These activities offer an easy-to-follow framework for organizing and presenting brief talks on a variety of interesting topics that reinforce concepts from the text.

❖ New Self-Assessments in every chapter give students a chance to assess how well they are applying the concepts. Assesments include inventories of personal communication networks, diagnoses of cultural intelligence, assessments of personal conflict style, and nonverbal presentation styles.

❖ New "Career Tip" sidebars with practical advice on a diverse array of topics including careers in communication, how to apologize effectively, finding visual aids online, and the use of video feedback to improve presentations.

❖ Students can purchase a cost-saving alternative to their traditional printed textbook with a Zinio ebook.

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1. Communicating at Work
2. Communication, Culture, and Work
Part Two: Personal Skills / Strategic Case: Computer Solutions
3. Listening
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5. Interpersonal Skills
Part Three: Interviewing / Strategic Case: Platinum Sounds
6. Principles of Interviewing
7. Types of Interviews
Part Four: Working in Groups / Strategic Case: Museum of Springfield
8. Working in Teams
9. Effective Meetings
Part Five: Making Effective Presentations / Strategic Case: Fresh Air Sports
10. Developing and Organizing the Presentation
11. Verbal and Visual Support in Presentations
12. Delivering the Presentation
13. Informative, Group, and Special-Occasion Presentations
14. Persuasive Presentations
Appendix : Business Writing

NEW

International Edition



BASIC BUSINESS COMMUNICATIONS 11th Edition

By Raymond V Lesikar, University of North Texas

2008 (November 2006) / 648 pages
ISBN-13: 978-0-07-305036-2 / MHID: 0-07-305036-9
ISBN-13: 978-0-07-331709-0 / MHID: 0-07-331709-8
(with GradeMax)
ISBN-13: 978-0-07-128609-1 / MHID: 0-07-128609-8
[IE with GradeMax]

http://www.mhhe.com/lesikar11e

Business Communication: Making Connections in a Digital World, 11/e by Lesikar, Flatley, and Rentz provides both student and instructor with all the tools needed to navigate through the complexity of the modern business communication environment. At their disposal, teachers have access to an online Tools & Techniques Blog that continually keeps them abreast of the latest research and developments in the field while providing a host of teaching materials. Business Communication attends to the dynamic, fast-paced, and ever-changing means by which business communication occurs by being the most technologically current and pedagogically effective books in the field. It has realistic examples that are both consumer- and business-oriented.

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NEW TO THIS EDITION

❖ New co-author! Kathy Rentz of the University of Cincinnati joins the book team. Kathy teaches out of the English department at her school, and her fresh perspective for the text gives a stronger foothold for courses taught in English departments. Kathy has worked on expanding the communication model and bringing in more of an English perspective to expand the focus for the text.

❖ GradeMax for Business Communication. Free student access with every new text! GradeMax is a new testing and remediation program that gives instructors control over their teaching and provides students customized remediation. This adaptive testing engine tests students on the core concepts in each chapter of Business Communication: Making Connections in a Digital World. As students answer each question, GradeMax alters the difficulty level of successive questions based on the students' response. The result is a unique, detailed view of each student's mastery of each chapter's core concepts. Following the tests, GradeMax provides proficiency reports of each student's comprehension. This allows instructors to adjust their teaching accordingly and also guide students on where to apply their study time. GradeMax offers topic specific review modules for students to work on areas of weakness.

❖ Business Communication has always been known for its new and innovative content, and the 11th Edition is no exception. The communication model has been adapted to business communication with special emphasis on business-related contexts and the communicators' relationship. There is better coverage of general persuasion concepts, including reader benefits and persuasive appeals (logical, emotional, and character-based). The authors added internal messages to chapters Six and Seven with new sections on Operational Messages and Negative Announcements. There are expanded sections on proposals, covering different purposes, types, and strategies. There is an expanded discussion of the use of photographs and interpretation of graphics.

❖ Updated Technology. Technology coverage in the 11th Edition has been updated and integrated throughout—including up-to-date chapter coverage (18) with new emphasis on web-based applications, in cases that use and talk about new technologies, in tech boxes with some Office 12 screen shots, and in discussion of the new ClearType fonts (Calibri and Cambri) in various chapters and appendices. There is also updated information on using the Internet and databases for research. This edition has been revised to reflect the most current technologies associated with business communication, such as coverage of text messaging, blogs, podcasts, and web-based applications.

❖ Tools & Techniques Blog. Updated regularly, this blog provides a wealth of lecture and class -related materials that will help keep professors current with up-to-date tools and techniques within the field of business communications. The blog can be accessed through a URL on the teacher's website.

❖ More Problems and Examples. Throughout this edition are plenty of real business problems and interactive web and video cases that not only reinforce the book material for students, but also helps them understand the practicality of what they are learning.

❖ Part-Openers. Each section in the book begins with part-openers which contain quotes from distinguished business leaders from recognized companies. This motivational material illustrates for students the importance of business communication skills in the real-world. All have been replaced or updated for this edition.

❖ Expanded content on the OLC for students. Features downloadable listening exercises for iPod and MP3 players and Bullfighter™—a software that focuses on minimizing jargon and maximizing readability in documents. OLC also includes sample documents, video clips demonstrating good and bad communication, and many grammar exercises and useful writing/exercise organizing templates.

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Chapter Seventeen: Correctness of Communication.
Chapter Eighteen: Technology-Enabled Communication.
Chapter Nineteen: Business Research Methods.
Appendixes

NEW

BUSINESS AND ADMINISTRATIVE COMMUNICATION
8th Edition

By Kitty O Locker (deceased)

2008 (November 2007) / 720 pages
ISBN-13: 978-0-07-352503-7 / MHID: 0-07-352503-0

http://www.mhhe.com/locker8e

This Eighth Edition of Business and Administrative Communication by Donna Kienzler and Kitty Locker is a true leader in the business communications field. Beyond covering the broad scope of topics in both oral and written business communication, Locker's text uses a student-friendly writing style and strong design element to hold student attention. Real-world examples and real business applications underscore the relevance and importance of the material presented in the classroom and to the students' careers. Kitty Locker's text also conveys the best possible advice to students through its research base; the author's reputation as a contributor to this field of study lends an even greater element of teachability and relevance to this market-leading title. Locker continues to lead the pack with innovative technology offerings – InSites, Grademax, Manager's Hotseat for Business Communication – round out the learning experience with Business and Administrative Communication

NEW TO THIS EDITION

❖ Increased real-world presence

Presented in every chapter

❖ Chapter Openers

❖ Manager's Hot Seat for Business Communication (now online!)

❖ Paired effective and ineffective communication examples

HED 08 Bus Communciation.indd 12 10/4/2007 1:25:43 PM

❖ In-text cross-referencing system

CONTENTS

Part One: The Building Blocks of Effective Messages
1 Business Communication, Management, and Success
2 Adapting Your Message to Your Audience
3 Building Goodwill
4 Making Your Writing Easy to Read
5 Planning, Composing, and Revising
6 Designing Documents, Data Displays, and Visuals
Part Two: Job Hunting
7 Resumes
8 Job Application Letters
9 Job Interviews, Follow-Up Messages, Job Offers, and First Jobs
Part Three: Basic Business Messages
10 Informative and Positive Messages
11 Negative Messages
12 Persuasive and Sales Messages
Part Four: Interpersonal Communication
13 Communicating across Cultures
14 Working and Writing in Groups
Part Five: Reports
15 Planning, Proposing, and Researching Reports
16 Analyzing Information and Writing Reports
17 Making Oral Presentations
Appendices
A Formats for Letters, Memos, and E-Mail Messages
B Writing Correctly
C Video Cases to Accompany Manager's Hot Seat DVD

International Edition

BUSINESS COMMUNICATION DESIGN 2nd Edition

By Pamela A Angell, Hudson Valley Community College

2007 (January 2006)

ISBN-13: 978-0-07-322358-2 / MHID: 0-07-322358-1

(with OLC Premium Content Card)

ISBN-13: 978-0-07-110812-6 / MHID: 0-07-110812-2

[IE with OLC]

http://www.mhhe.com/angell2e

Business Communication Design by Pamela Angell focuses on pragmatic design techniques that are easy to use, understand, and teach. The text allows instructors to integrate their course materials and ideas into flexible and comfortable business communication content. Innovative topics include useful and necessary applications of listening, culture, collaborative, and visual communication. The text presents these topics concisely in its 17 chapters, a manageable number to cover over an average college term. The text emphasizes the role of critical and creative thinking in the communication process. Students learn a systematic approach to designing messages for every business communication situation. The author offers a simple yet effective model for message design that focuses on the needs of the people involved in the communication and the circumstances of the message. Business Communication Design addresses the variety of communication options that modern workers face.

CONTENTS

CH. 1 The Basics.
CH. 2 How Business Communicates.
CH. 3 Creating Effective Messages.
CH. 4 Listening: A Silent Hero.
CH. 5 Creating and Using Meaning.
CH. 6 Designing Messages with Words.
CH. 7 Designing Oral Presentations.
CH. 8 Business Writing Design.
CH. 9 Direct and Indirect Communication Strategies.
CH. 10 The Business of Reports: Informal and Formal Report Writing.
CH. 11 Writing Strategies for Reports and Proposals.
CH. 12 Culture: Inside and Out.
CH. 13 Interpersonal and Collaborative Messages.
CH. 14 The Business of Change and Conflict.
CH. 15 Creating a Career and Designing Résumés.
CH. 16 Interviewing to Get the Job.
CH. 17 Creativity and Visual Design.
Appendix A Grammar and Punctuation.
Appendix B Formatting and Documenting Business Documents.
References.
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COMMUNICATION SKILLS FOR INTERNATIONAL STUDENTS IN BUSINESS

By Tracey Bretag, Joanna Crossman and Sarbari Bordia of University of South Australia

2007 (February 2007)

ISBN-13: 978-0-07-471707-3 / MHID: 0-07-471707-3

McGraw-Hill Australia Title

http://www.mhhe.com/au/bretag

This is a unique textbook that incorporates four important elements in one place--business communication, academic skills, the politics of English as an International language and English (ESL) as a Second Language grammar--all specifically for the tertiary level ESL student. Communication Skills for International Students in Business provides a foundation to communication styles, language and terminology international business students (from non-English speaking backgrounds) will encounter in their business degree. No other text on the market currently enables the ESL learner to become familiar with the specific vocabulary and discourses of the business discipline. Also, standard ESL textbooks tend to be linguistically insensitive to the needs of their culturally diverse students. English speaking students will also find this text of benefit, as it contains useful general information and tips on academic and professional communication and writing. Communication Skills for International Students in Business is divided into three parts:

- Academic Communication

- Professional Communication

- Key Topics in Business

The objective of this text is to develop students' communication skills, rather than the acquisition of discipline knowledge. Each chapter includes key learning features, including learning objectives, group and individual activities, a summary of each topic, and answers to activities and references

CONTENTS

Preface
Introduction: The cultural politics of English as an international language
Part 1: Academic Communication
Chapter 1: Effective reading for academic purposes
Chapter 2: Note-taking, paraphrasing and summarising
Chapter 3: Essay writing
Chapter 4: Academic conventions--referencing and avoiding plagiarism
Chapter 5: Improving your writing--grammar and editing

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Part 2: Professional Communication
Chapter 6: Writing genres
Chapter 7: Report writing
Chapter 8: Business document writing
Chapter 9: Oral presentation skills
Chapter 10: Employment communication
Part 3: Resources--Key Topics in Business
Topic 1: Decision making in accounting
Topic 2: An introduciton to marketing and the concept of brand
Topic 3: Organisational culture
Topic 4: Introduction to economics
Topic 5: The Australian financial market
Topic 6: The common law system in Australia
Topic 7: Intercultural communication
Topic 8: Globalisation
Appendices Appendix 1: Referencing using the Harvard author-date system Appendix 2: Referencing using footnotes (documentary note system) Appendix 3: Standard marking criteria

COLLEGE ENGLISH AND COMMUNICATION
9th Edition

By Sue C Camp, Gardner-Webb College
2007 (February 2006) / 736 pages
ISBN-13: 978-0-07-331793-9 / MHID: 0-07-331793-4
(with OLC Premium Content Card)
Glencoe/McGraw-Hill Title

http://www.mhhe.com/camp9e

College English and Communication, ninth edition continues to provide up-to-date coverage of key topics such as cultural diversity, ethics, global communications, electronic communications, and using the Internet for communication and online resources. The text covers the basics of grammar, spelling, and punctuation while incorporating customer service, business correspondence, the job search process, oral communication, and technology.

CONTENTS

Unit One: Introduction to Communication.
Chapter 1: Communicating in Everyday Life.
Chapter 2: Interpreting Communication.
Chapter 3: Communicating Globally.
Unit Two: Developing Language Skills.
Chapter 4: Exploring Language Elements.
Chapter 5: Mastering Nouns and Pronouns.
Chapter 6: Expanding Language Skills.
Unit Three: Developing Writing Skills.
Chapter 7: Applying the Mechanics of Style.
Chapter 8: Sharpening Writing Skills.
Unit Four: Applying Communication Skills.
Chapter 9: Writing E-mails, Memos, and Letters.
Chapter 10: Writing Specific Communications.
Chapter 11: Preparing and Writing Reports.
Unit Five: Communicating in a Business Environment.
Chapter 12: Working with Technology.
hapter 13: Communicating With Customers.
Chapter 14: Developing Presentation Skills.
Unit Six: Employment Communication
Chapter 15: Searching for Jobs**.**
Chapter 16: Interviewing and Employment Issues.
Appendix.
Glossary

International Edition

BUSINESS COMMUNICATION
3rd Edition

By Kitty O Locker, The Ohio State University and Stephen Kyo Kaczmarek, Columbus State Community College
2007 (March 2006) / 640 pages
ISBN-13: 978-0-07-293210-2 / MHID: 0-07-293210-4
ISBN-13: 978-0-07-326140-9 / MHID: 0-07-326140-8
(with Business Communication Grademax)
ISBN-13: 978-0-07-125949-1 / MHID: 0-07-125949-X
[IE with Grademax Passcard]

http://www.mhhe.com/bcs3e

A unique approach to a hands-on course, written by the same author of Business and Administrative Communication, this completely new approach is devised and created with the assistance of a community college colleague. The innovative module structure allows instructors to focus on specific skills and provides greater flexibility for short courses and different teaching approaches. While grounded in solid business communication fundamentals, this paperback takes a strong workplace activity orientation which helps students connect what they learn to what they do or will do on the job.

CONTENTS

Unit 1 Building Blocks for Effective Messages.
1. Business Communication, Management, and Success.
2. Adapting Your Message to Your Audience.
3. Communicating Across Cultures.
4. Planning, Writing, and Revising.
5. Designing Documents, Slides, and Screens.
Unit 2 Creating Goodwill.
6. You-Attitude.
7. Positive Emphasis.
8. Reader Benefits.
Unit 3 Letters, Memos, and E-Mail Messages.
9. Formats for Letters and Memos.
10. Informative and Positive Messages.
11. Negative Messages.
12. Persuasive Messages.
13. E-Mail Messages.
Unit 4 Polishing Your Writing.
14. Editing for Grammar and Punctuation.
15. Choosing the Right Word.
16. Revising Sentences and Paragraphs.
Unit 5 Interpersonal Communication.
17. Listening.
18. Working and Writing in Teams.
19. Planning, Conducting, and Recording Meetings.
20. Making Oral Presentations.
Unit 6 Research, Reports, and Visuals.
21. Proposals and Progress Reports.
22. Finding, Analyzing, and Documenting Information.
23. Short Reports.
24. Long Reports.
25. Using Visuals.
Unit 7 Job Hunting.
26. Researching Jobs.
27. Résumés.
28. Job Application Letters.
29. Job Interviews.
30. Follow-Up Letters and Calls and Job Offers

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International Edition

BUSINESS COMMUNICATION AT WORK
3rd Edition

By Marilyn Satterwhite, Danville Area Community College and Judith Olson-Sutton, Matc-Truax

2007 (June 2006) / 576 pages
ISBN-13: 978-0-07-331427-3 / MHID: 0-007-331427-7
ISBN-13: 978-0-07-110740-2 / MHID: 0-07-110740-1 [IE]

http://www.mhhe.com/bcw3e

Business Communications at Work, 3e is a very practical, hands-on text-workbook to help students learn to use the types of communication that they are most apt to experience on the job. The book is full of examples of letters, memos, and correspondence designed to demonstrate the application of the principles covered in the book. A Web site for this book provides supplemental learning exercises. Although the main focus of the book is written communication, a chapter on listening and making a presentation is now included. Each chapter of the book is an independent unit that allows the teacher the flexibility of covering most chapters in any order. This flexibility allows the teacher to customize the course to meet the needs of individual classes. Many chapters are easily broken into units so teachers can cover just the units they want.

CONTENTS

Unit 1:
Chapter 1: Setting the Stage for Effective Communication.
Chapter 2: Choosing the Right Words.
Chapter 3: Developing Sentences and Paragraphs.
Unit 2:
Chapter 4: Developing Listening and Speaking Skills.
Chapter 5: Planning and Organizing Business Messages.
Chapter 6: Using Technology to Improve Communication.
Chapter 7: Formatting Business Messages.
Unit 3:
Chapter 8: Goodwill Principles and Goodwill Messages.
Chapter 9: Messages for Inquiries and Requests.
Chapter 10: Claim and Adjustment Messages.
Chapter 11: Persuasive Messages.
Chapter 12: Order, Credit, and Collection Messages.
Unit 4:
Chapter 13: Developing Memos and Memo Reports.
Chapter 14: Creating Press Releases, Newsletters, and Letters to Public Officials.
Chapter 15: Constructing and Presenting Reports.
Chapter 16: Preparing Meeting Communications.
Unit 5:
Chapter 17: Conducting the Job Search.
Chapter 18: Selling Yourself to Employers

Aust Adaptation

INTERPERSONAL SKILLS IN ORGANIZATIONS

By Suzanne De Janasz, University of Mary Washington, Glenice Wood and Lorene Gottschalk of University of Ballarat, Karen Dowd, James Madison University and Beth Schneider, George Mason University

2006 (May 2006)
ISBN-13: 978-0-07-471558-1 / MHID: 0-07-471558-5

McGraw-Hill Australia Title

http://www.mhhe.com/au/dejanasz

Interpersonal Skills in Organisations is a student-focussed text which explores intrapersonal, interpersonal and team skills through Australian, New Zealand and Asian examples.

Understanding Yourself - Whether preparing to enter a new job or needing to develop team skills, Interpersonal Skills in Organisations offers students exercises and activities that emphasise business/ manager situations and work groups, while incorporating theory with practical examples.

Understanding Others - Interpersonal Skills in Organisations takes a fresh, thoughtful look at the key skills necessary for personal and managerial success in today's workplace. This book is filled with a variety of exercises, cases and group activities, which employ and experiential approach suitable to students at all levels.

Understanding Teams - Chapters on Coaching and Providing Feedback for Improved Performance; and Making Decisions and Solving Problems creatively, help students put concepts into a real-world perspective.

Understanding Leading - The important skills of individual and team empowerment are explored in Chapter 18 on leadership and self-leadership. Students are guided through the process of effective delegation, giving an insight into the skills needed to lead a modern busines succbusinessy.

CONTENTS

Part 1 Intrapersonal effectiveness: understanding yourself
Chapter 1. Journey into self-awareness
Chapter 2. Self-disclosure and trust
Chapter 3. Establishing goals by identifying values and ethics
Chapter 4. Time and self-management
Part 2 Interpersonal effectiveness: understanding and working with others
Chapter 5. Understanding and working with diverse others
Chapter 6. The importance and skill of listening
Chapter 7. Conveying verbal messages
Chapter 8. Persuading individuals and audiences
Part 3 Understanding and working in teams
Chapter 9. Negotiation
Chapter 10. Building teams and work groups
Chapter 11. Managing conflict
Chapter 12. Achieving business results through effective meetings
Chapter 13. Facilitating team success
Chapter 14. Making decisions and solving problems creatively
Part 4. Leading individuals and groups
Chapter 15. Power and politicking
Chapter 16. Networking and mentoring
Chapter 17. Coaching and providing feedback for improved performance
Chatper 18. Leading aChapterwering self and others
Chapter 19. Project management
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International Edition

FOUNDATIONS OF BUSINESS COMMUNICATION

By Dona Young

2006 / 576 pages
ISBN-13: 978-0-07-297954-1 / MHID: 0-07-297954-2
ISBN-13: 978-0-07-111682-4 / MHID: 0-07-111682-6 [IE]

http://www.mhhe.com/djyoung

Dona Young is a charismatic, passionate author with a strong background in teaching, curriculum design, faculty development, and corporate training. Our shared vision is developing a text and package that prepares students to communicate at all levels and leads them to successful business careers. One important learning theme of the text is "Explore, Practice, Apply." Students first learn to embrace the idea that communication consists of different skill sets and that, given the right tools, they can master these skills. Because students bring in varying levels of ability, the learning materials are diagnostic and flexible: they help students assess their strengths and weaknesses in the different skills sets and then engage them in practice exercises to develop expertise. Finally, students learn decision-making strategies that motivate them to apply their skills to real-world situations

CONTENTS

UNIT 1: WRITING SKILLS
Chapter 1: Communication and the Writing Process Section A. Communication as Process Section B. The Writing Process Section C. Purpose and Audience Section D. Tone / Writer's Handbook At-a-Glance, Part I: The Mechanics of Writing

Chapter 2: What Is Good Writing? Section A. A Simple, Clear and Concise Style Section B. Tone and Style / Writer's Handbook At-a-Glance, Part II: Writing Essentials: Grammar for Writing

Chapter 3: Developing and Revising Short Business Messages Section A. Paragraphs Section B. Empty Information Section C. The Process of Revising Section D. Transitions and Connectors

UNIT 2: PROFESSIONAL COMMUNICATION
Chapter 4: Office Communications Section A. E-Mail Section B. Business Letters Section C. Memos, Faxes, Voicemail, and Cell Phones / Handbook At-a-Glance, Part III: Formatting Standard Business Documents

Chapter 5: Persuasive Communication Section A. The Process of Persuasion Section B. Formal Persuasion Section C. Persuasive Writing

Chapter 6: Verbal Communication Skills Section A. Informal Speech Section B. Feedback Section C. Meetings, Agendas, and Round-Table Discussions Section D. Presentations

Chapter 7: Global Communications and Technology Section A. Global Communications Section B. Meetings and Phone Conferences Section C. Technology UNIT 3 APPPLICATIONS AND CAREERS

Chapter 8: Team Communications Section A. Working in Teams Section B. Developing a Team Strategy Section C. Writing a Proposal / Handbook At-a-Glance, Part IV: Research: Collecting, Conducting, Displaying and Citing

Chapter 9: Getting a Job Section A. Job Survival Skills Section B. Networks Section C. Letters of Applications Section D. The Interview
Chapter 10: Communicating on the Job Section A. Leadership Section B. Evaluation: Objectives, Action Plans, and Performance Feedback Section C. Purpose Statements

APPENDICES / KEYS to CHAPTER EOC ACTIVITIES / THE WRITER'S HANDBOOK / The Writer's Handbook, Part I: The Mechanics of Writing Section A. The Comma / Section B. The Semicolon Section C. Other Marks Section D. Punctuation Errors / The Writer's Handbook, Part II: Writing Essentials: Grammar for Writing / Section A. Verb Basics Section B. Pronouns Basics: Case and Point of View Section C. Parallel Structure Section D. Modifiers / Part III: Formatting Standard Business Documents Section A. Formatting Basics: Special Features and White Space Section B. Business Letters Section C. E-Mail and Memos Section D. Agendas and Minutes Section E. Envelopes and Labels / Part IV: Research: Collecting, Conducting, Displaying and Citing Section A. Research Section B. Displaying Research Section C. Citing Research
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International Edition

COMMUNICATING IN BUSINESS AND PROFESSIONAL SETTINGS
4th Edition

By Michael S Hanna, University of South Alabama and Gerald L Wilson, University of South Alabama

1998 / / 496 pages
ISBN-13: 978-0-07-026022-1 / MHID: 0-07-026022-2
ISBN-13: 978-0-07-115985-2 / MHID: 0-07-115985-1 [IE]

CONTENTS

Part I. Preliminary Considerations: Communication and Organizations
1. A Communication Perspective.
2. The Organization-Theoretical Perspectives.
3. Leadership and Communication in Organizations.
4. Diversity in the Workplace.
Part II. Basic Considerations: Foundations for Communication in Organizations
5. Perception and Listening.
6. Language and Nonverbal Communication.
7. Technology in the Workplace.
Part III. Organizational Contexts: Interpersonal
8. Interpersonal Communication.
9. Conflict Management.
10. Interviewing and Interviews: On the Job.
11. The Selection Interview: Hiring and Being Hired for the Job.
Part IV. Organizational Contexts: The Group Context
12. Small Group Communication Process.
13. Communicating with Group or Staff.
Part V. Organizational Contexts: The One-to-Many Context
14. Thinking About the Ideas and Arguments.
15. Organizing the Presentation.
16. Delivering the Presentation.

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Technical Writing

EXTREME RESUME MAKEOVER
The Ultimate Guide to Renovating Your Resume

By Cindy Kenkel, Northwest Missouri State University

2007 (November 2005) / 168 pages
ISBN-13: 978-0-07-351182-5 / MHID: 0-07-351182-X

http://www.mhhe.com/kenkel

Extreme Résumé Makeover focuses on the written communication involved in finding a job, including résumés, cover letters, and thank you notes. "Before and after" examples of real résumés are incorporated providing concrete visual examples to use as models for the final product. Each resume example indicates the errors in the initial attempt and suggested improvements. There are also sections on electronic formatting and electronic résumés, as well as lists of key words for various careers.

CONTENTS

Part One: Résumés.
Chapter 1 – Getting Started.
Chapter 2 – Résumé Worksheet.
Chapter 3 – Choosing a Format.
Chapter 4 – Before and After Résumé Examples.
Chapter 5 – Electronic Résumé Guidelines.
Part Two: Cover Letters.
Chapter 6 – Your Cover Letter: A Résumé's Introducer.
Part Three: Thank You Notes.
Chapter 7 – Creating a Personalized Thank-You Note.
Appendix A – Action Verbs.
Appendix B – Résumé Checklist

INVITATION TO PUBLISH

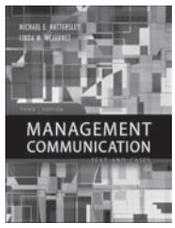
McGraw-Hill is interested in reviewing manuscript for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com

Visit McGraw-Hill Education (Asia) Website: www.mcgraw-hill.com.sg

Managerial Communication

NEW

International Edition



MANAGEMENT COMMUNICATION
Principles and Practice, 3rd Edition

By Michael Hattersley and Linda McJannet, Bentley College

2008 (January 2007) / 336 pages
ISBN-13: 978-0-07-352505-1 / MHID: 0-07-352505-7
ISBN-13: 978-0-07-125926-2 / MHID: 0-07-125926-0 [IE]

http://www.mhhe.com/hattersley08

Management Communication, 3/e by Hattersley and McJannet offers a comprehensive, well-researched solution to teaching management communication. This text and casebook includes essential coverage of effective writing and speaking principles. It aims to help the reader master the full range of skills required of a successful manager. Most of the eighteen end-of-chapter case studies were developed at Harvard Business School where Dr. Hattersley headed the Management Communication Department and where Dr. McJannet taught (under her married name, Linda McJ. Micheli). The cases put the reader in the role of decision maker and communicator in actual business situations. While the text emphasizes practical communication skills every manager needs to master, it also includes full chapters on electronic communication, corporate ethics, audience analysis, meeting management, giving and receiving feedback, choosing media, style and tone, intercultural communication, and business and the press. The two concluding chapters provide two style manuals, the first on writing and the second on speaking, through the use of graphics and group presentations. Each is designed to be cross-referenced throughout the course and serve as a valuable resource for readers to refer to throughout their careers.

NEW TO THIS EDITION

❖ Particularly emphasizes the authors' view that while electronic communications are valuable and inevitable media in the 21st century, they can't completely substitute human contact.

❖ A more useful, reader friendly presentation for students who grew up in the Internet era. The majority of cases were rewritten or revised to include the option of Internet communication. Pre-Internet cases that enable discussion of fundamental communication principles were retained, which also allows the instructor a chance to ask how current technology might handle the situation.

❖ New coverage on the evolution and future of communication channels (CH 1); and electronic communication (CH 15).

❖ New Ethics in Action (CH 14) mini-case derived from Jared Diamond's Work. It may be taught on its own or used to enrich discussion of why ethical behavior benefits individuals and organizations alike.

CONTENTS

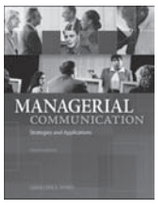
Part 1: Principles of Effective Communication
Chapter 1: Foundations of Management Communication
Chapter 2: Setting Goals / Case: Yellowtail Marine, Inc.
Chapter 3: Audience Analysis / Case: Weymouth Steel Corporation
Chapter 4: Point of View / Case: Smith Financial Corporation
Chapter 5: Message: Content and Argument / Case: Cuttyhunk

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Bank (A)
Chapter 6: Structure / Case: McGregors Ltd.Department Store
Chapter 7: Choosing Media / Case: The Timken Company
Chapter 8: Style and Tone / Case: Vanrex, Inc
Part 2: Applications
Chapter 9: Giving and Receiving Feedback / Case: Bailey and Wick
Chapter 10: Managing Meetings / Case: Lincoln Park Redevelopment Project
Chapter 11: Communicating Change / Case: Hammermill Paper Company
Chapter 12: Communicating with External Audiences / Case A: Oxford Energy / Case B: NutraSweet
Chapter 13: Diversity and Intercultural Communication / Case A: Reed-Watkins Pharmaceuticals / Case B: International Oil
Chapter 14: Personal and Corporate Ethics / Case A: Hal of Erhardt & Company: One Audit Senior's Dilemma / Case B: McArthur Place / Chapter 15: Electronic Communication / Case A: The E-Mail Encounter / Case B: Unifone Communications
Part 3: Technique
Chapter 16: Effective Writing / Style manual to be cross-referenced throughout the course
Chapter 17: Effective Speaking / Style manual on speaking, use of graphics, and group presentation to be cross referenced throughout the course / Appendix Case 16: Dotsworth Press Case 17: Fair is Fair, Isn't it?

NEW

International Edition



MANAGERIAL COMMUNICATION
Strategies and Applications, 4th Edition

By Geraldine Hynes, Sam Houston State University

2008 (March 2007) / 384 pages
ISBN-13: 978-0-07-352504-4 / MHID: 0-07-352504-9
ISBN-13: 978-0-07-110127-1 / MHID: 0-07-110127-6 [IE]

http://www.mhhe.com/hynes4e

Managerial Communication, 4/e by Hynes focuses on skills and strategies that managers need in today's workplace. This book continues to stand out in the field for its strategic approach, solid research base, comprehensive range of topics, its even-handed examination of oral and written channels, and its focus on managerial (as opposed to entry-level) competencies. The overriding principle for the revision was to preserve the book's key strengths while bringing it in line with the early twenty-first century workplace. The chapters have been streamlined and condensed to meet the needs of a busy contemporary manager and content was added to reflect current business practices.

NEW TO THIS EDITION

❖ Website updates for Technology and Communication. New for the 4th edition, the author handpicked a fellow managerial communication instructor to maintain update documents for Chapter 3: Technologically Mediated Communication. Updates will be posted two times per year, affording adopters the chance to keep their course up-to-date on technology changes affecting communication.

CONTENTS

Part 1 – Managing in Contemporary Organizations
Chapter 1 – The Role of Communication in Contemporary Organizations
Chapter 2 – The Managerial Communication Process
Chapter 3 – Technologically Mediated Communication
Part 2 – Managerial Writing Strategies
Chapter 4 – Contemporary Managerial Writing
Chapter 5 – Routine Messages
Chapter 6 – Management Reports and Proposals
Part 3 – Strategies for Understanding Messages
Chapter 7 – Managerial Listening
Chapter 8 – Nonverbal Communication
Chapter 9 – Intercultural Managerial Communication
Part 4 – Interpersonal Communication Strategies
Chapter 10 – Conflict Management
Chapter 11 – Managerial Negotiation
Chapter 12 – Conducting Interviews
Part 5 – Group Communication Strategies
Chapter 13 – Managing Meetings and Teams
Chapter 14 – Making Formal Presentations

International Edition

CORPORATE COMMUNICATION
4th Edition

By Paul A Argenti, Dartmouth College

2007 (December 2005) / 264 pages
ISBN-13: 978-0-07-299054-6 / MHID: 0-07-299054-6
ISBN-13: 978-0-07-125411-3 / MHID: 0-07-125411-0 [IE]

Argenti's Corporate Communication was the first text to tackle this subject, and now in its Fourth Edition, it remains the most comprehensive book in this field. Corporate Communications describes the changes in the environment for business that have taken place over the last half-century and their implications for corporate communication. While attitudes about business have never been totally positive, they have reached an all-time low in recent years—mistrust and skepticism of corporate entities is high, as are expectations that companies will "give back" to society through philanthropy, community involvement, or environmental protection activities. By showing readers the importance of creating a coordinated corporate communication system, organizations will benefit with important strategies and tools that few companies in the world are using yet. This new edition shows what companies need to know about advanced communication strategies to stay one step ahead of the competition.

CONTENTS

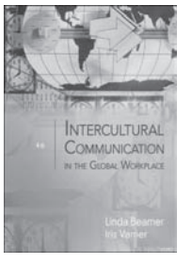
1. The Changing Environment for Business. Case: Arthur Andersen.
2. Communicating Strategically. Case: Carson Containers.
3. An Overview of the Corporate Communication Function. Case: Dell Computer Corporation.
4. Identity, Image and Reputation. Case: Muzak.
5. Corporate Advertising. Exercise: Corporate Ad Samples.
6. Media Relations. Case: Adolph Coors Company.
7. Internal Communication. Case: Westwood Publishing.
8. Investor Relations. Case: Steelcase, Inc.
9. Government Relations. Case: Disney's America Theme Park.
10. Crisis Communications. Case: Coca-Cola India

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International Business Communication

NEW

International Edition



INTERCULTURAL COMMUNICATION IN THE GLOBAL MARKETPLACE 4th Edition

By Iris Varner, Illinois State University and Linda Beamer, California State University-Los Angeles

2008 (November 2006) / 448 pages
ISBN-13: 978-0-07-352506-8 / MHID: 0-07-352506-5
ISBN-13: 978-0-07-125948-4 / MHID: 0-07-125948-1 [IE]

Intercultural Communication in the Global Workplace, 4/e by Beamer and Varner addresses the issues of culture and communication within the context of international business. The text provides examples of how cultural values and practices impact business communication. The authors explore the relationships among the cultural environments of the firm and the structure of the firm. They examine how companies and individuals communicate, and concentrate on the underlying cultural reasons for behavior. This approach helps readers develop an ability to work successfully within an environment of cultural diversity both at home and abroad.

NEW TO THIS EDITION

❖ Updated discussions of globalization and new technology in business communication and the role of intercultural teams in achieving corporate goals.

❖ New coverage on intercultural communication research, with a brief discussions on the history and paradigms of the study of cultures and communication, the distinction made by etic and emic study, the focus on whole cultures and on individuals, and the difference between cross-cultural and intercultural communication scholarship.

❖ More short cases, new illustrations and examples have been added, often drawn from cultures not mentioned in earlier editions. Real world examples and applications help provide lively class discussions and develop critical thinking skills.

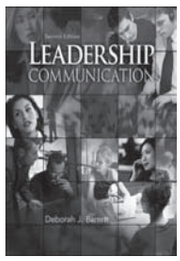
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2. The Role of Language in Intercultural Business Communication
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7. Cultural Rules for Establishing Relationships
8. Information, Decisions, and Solutions
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11. The Influence of Business Structures and Corporate Culture on Intercultural Business Communication
12. Intercultural Dynamics in the International Company Appendix: Case 1: What Else Can Go Wrong?
Case 2: Hana: A Joint Venture between Health Snacks and Toka Foods

Leadership Communication

NEW

International Edition



LEADERSHIP COMMUNICATION 2nd Edition

By Deborah Barrett, Rice University

2008 (February 2007) / 384 pages
ISBN-13: 978-0-07-340314-4 / MHID: 0-07-340314-8
ISBN-13: 978-0-07-125914-9 / MHID: 0-07-125914-7

http://www.mhhe.com/barrett2e

The first edition of Leadership Communication was well received by students and instructors, and the second edition builds on that momentum. It continues to help current and potential managers become effective leaders by being better communicators. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders. It begins with chapters on the core communication skills of developing strategy, analyzing an audience, writing in all types of business genres, and designing and delivering effective PowerPoint presentations – all from a leadership perspective. Then, it takes students through chapters on emotional intelligence, cultural literacy, meeting management, and team leadership, before concluding with chapters on internal and external organizational communication.

NEW TO THIS EDITION

❖ The 2nd Edition appeals to a broader audience so that students of all experiences will be able to relate to and apply the instruction.

❖ Expanded discussion on the types of usage errors that are considered most bothersome

❖ Discussion on PowerPoint is strengthened by additional coverage on misuse

❖ Emphasis placed on the overall effect of leadership presentations in Chapter 4

❖ Expanded internal communication coverage in Chapter 9 that includes: assessing employee communication effectiveness; establishing effective internal communications; and designing and implementing effective change communication

CONTENTS

Introduction: What is Leadership Communication
Section One Core Leadership Communication
Chapter 1 Developing Leadership Communication Strategy
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Chapter 3 Using Language to Achieve a Leadership Purpose
Chapter 4 Developing and Delivering Leadership Presentations
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Chapter 7 Leading Productive Management Meetings
Chapter 8 Building and Leading High-Performing Teams
Section Three Corporate Leadership Communication

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Chapter 9 Establishing Leadership through Strategic Internal Communications
Chapter 10 Leading through Effective External Relations
Appendix: A Transition Words B Successful Case Analysis and Discussion C The Business of Grammar D Usage Self-Assessment

Business English

NEW

THE GREGG REFERENCE MANUAL Online Version, 10th Edition

By William A. Sabin

2008 (March 2007)

ISBN-13: 978-0-07-354543-1 / MHID: 0-07-354543-0

Glencoe/McGraw-Hill Title

Comprehensive and easy to use, this online version of the tenth edition of the GRM is considered the authority on style, grammar, usage, and formatting. A One-Year Subscription can be purchased at the GRM Online Web site, either as a separate item or together with a copy of the printed manual. Additionally, all the GRM Tenth-Edition Supplements are usable with the GRM Online.

NEW TO THIS EDITION

❖ A sleek user interface, offering side and top navigation bars, frames the content you know and love; the online version matches the printed version line for line and page for page.

❖ The interactive Table of Contents allows users to find the information needed quickly. Simply click on any section and a full section outline appears. Click on the item you are looking for, and you are taken directly to that page in the text.

❖ The Quick Guide, as seen on the inside front cover of the printed manual, allow user to quickly and easily find the most common topics. Click on the topic of your choice, and the correct page opens.

❖ The book index is available as a scrollable and clickable tool. The online index works exactly like the printed index; rules are shown as boldface numbers and page numbers are listed in lightface type. The index is separated alphabetically. Click on each letter to display its entries.

❖ A full-text search is also available. Simply click the "search" button, and a search box will pop up. Type in your query and all the results will appear in the box. Scroll through to locate the result that best matches your search needs.

❖ A complete User's Guide, available for download, walks users through all of the features and functionalities.

❖ Subscriptions available for one-year term.

❖ View one or two pages at a time by clicking on the appropriate icon.

❖ Highlight portions of text and save them for future use.

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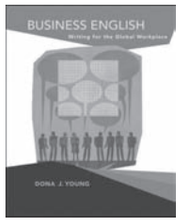
❖ Scroll forward or backward through the pages by clicking on the appropriate arrows.

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Appendix C: Rules for Alphabetic Filing
Appendix D: Glossary of Grammatical Terms

NEW

International Edition



BUSINESS ENGLISH Writing in the Global Workplace

By Dona Young

2008 (April 2007) / 544 pages

ISBN-13: 978-0-07-354542-4 / MHID: 0-07-354542-2
ISBN-13: 978-0-07-110173-8 / MHID: 0-07-110173-X [IE]

Business English: Writing for the Global Workplace takes the approach that local language has value in informal environments with Business English being the best choice in formal environments. With this text, students will use their local language (or dialect) to become more proficient with Business English. The text achieves this by comparing and contrasting the two language systems, "building a wall" between Business English and local language. Because technology has made the world smaller, the ability to speak and write Business English has never been more important. Just about every job in the marketplace now includes writing e-mail and speaking to people from diverse cultures. This book provides the tools needed for the global workplace. A student who has mastered the principles presented here will have a solid foundation in speaking and writing Business English to people from around the world.

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FEATURES

❖ Each unit opener stresses a different type of business document: E-mail, memos, and business letters

❖ The text includes Concept Checks for the students to immediately apply what they have learned.

❖ The Explore and Practice features further reinforce learning as a process in each chapter.

❖ A number of various marginal features enhance the concepts presented.

❖ The End of Chapter material includes a number of activities applying the concepts presented in the chapter, including review questions, speaking exercises, and a vocabulary list.

❖ "The Inbox" appears at the end of each chapter and provides additional exercises in writing and editing.

❖ At the end of the text, students have a short reference manual, the "Writer's Reference Manual," so that they can begin to hone their research skills on simple assignments. Each chapter includes an End-of-Chapter exercise tied to the "Writer's Reference Manual" to give students the practice they need to become proficient using it.

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Chapter 7: Writing Traps
Chapter 8: Writing Powerful Sentences
Chapter 9: Building Paragraphs
Chapter 10: Professional Communication
The Writer's Reference Manual

BUSINESS ENGLISH AT WORK
3rd Edition

By Susan Jaderstrom, Santa Rosa Junior College and Joanne Miller

2007 (January 2006) / 672 pages
ISBN-13: 978-0-07-331426-6 / MHID: 0-07-331426-9
(Student Text with Premium Online Learning Center Content Package)
Glencoe/McGraw-Hill Title
http://www.mhhe.com/bew3e

Written in a conversational tone, this text takes a totally new learning approach to relating business English to the workplace. Up-to-date topics of telecommunications, customer service, online references, electronic mail, and a host of other real-world subjects connect directly to an assortment of activities and exercises in grammar, punctuation, and writing. The activities in the text and online accommodate different student learning styles. All students regardless of their previous English background have the opportunity to be successful learning grammar in a business context.

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Chapter 1. Resources to improve Vocabulary, Proofreading, and Spelling. Workplace Applications: Online References.
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Chapter 5. Compound and Possessive Nouns. Workplace Applications: The World Wide Web.
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Chapter 7: Pronouns. Workplace Applications: Electronic Mail.
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International Edition

BUSINESS ENGLISH AND COMMUNICATION
8th Edition

By Clark

1994
ISBN-13: 978-0-02-800990-2 / MHID: 0-02-800990-8
ISBN-13: 978-0-07-118462-5 / MHID: 0-07-118462-7 [IE]
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Business Writing

International Edition

SCHAUM'S QUICK GUIDE TO GREAT BUSINESS WRITING

By Fitzgerald and Suzanne Sparks

1999 / 160 pages
ISBN-13: 978-0-07-022060-7 / MHID: 0-07-022060-3
ISBN-13: 978-0-07-116764-2 / MHID: 0-07-116764-1 [IE]
A Schaum's Publication

(International Edition is not for sale in Japan)

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Part I: Readable Writing.
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International Edition

WRITING, RESEARCHING, COMMUNICATING
Communication Skills For The Information Age, 3rd Edition

By Keith Windshuttle and Elizabeth Elliot of Macleay College, Sydney

1999 / 600 pages
ISBN-13: 978-0-07-470703-6 / MHID: 0-07-470703-5
ISBN-13: 978-0-07-124265-3 / MHID: 0-07-124265-1 [IE]
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International Edition

EFFECTIVE WRITING
A Practical Grammar Review, 4th Edition

By Ted D Stoddard, R. Dermont Bell, and Devern Jay Perry, Brigham Young University

1998
ISBN-13: 978-0-07-561848-5 / MHID: 0-07-561848-6
(with Software Package)
ISBN-13: 978-0-07-115598-4 / MHID: 0-07-115598-8
[IE with 3.5" Disk]

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Agreement and Reference.
Tense.
Mood and Voice.
Modifiers.
Connectives Punctuation.
Each module contains the five key components: discussion, terminology, rules, self-examination, and exercises.
They can be taught in any order and are not numbered as chapters per se.

Business Communications - Special Topics

International Edition

MANAGER'S HOT SEAT ONLINE ACCESS CARD
2nd Edition

By McGraw-Hill/Irwin

2007 (June 2006)
ISBN-13: 978-0-07-331212-5 / MHID: 0-07-331212-6
ISBN-13: 978-0-07-126190-6 / MHID: 0-07-126190-7 [IE]

In today's workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager's Hot Seat is a collection of interactive videos that allows students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager's mistakes and successes, and then do a report critiquing the manager's approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience. The Manager's Hot Seat Online can be packaged with any McGraw-Hill/Irwin textbook or purchased online.

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Case 6: Change: More Pain than Gain?
Case 7: Partnership: The Unbalancing Act
Case 8: Cultural Differences: Let's Break a Deal
Case 9: Project Management: Steering the Committee
Case 10: Diversity: Mediating Morality
Case 11: Personal Disclosure: Confession Coincidence?
Case 12: Virtual Workplace: Out of Office Reply
Case 13: Listening Skills: Yeah, Whatever
Case 14: Diversity in Hiring: Candidate Conundrum
Case 15: Working in Teams: Cross-Functional Dysfunction

Business Communications (Professional References)

International Edition

THE MCGRAW-HILL HANDBOOK OF MORE BUSINESS LETTERS
4th Edition

By Ann Poe

2006 / 224 pages
ISBN-13: 978-0-07-146080-4 / MHID: 0-07-146080-2
ISBN-13: 978-0-07-125344-4 / MHID: 0-07-125344-0 [IE]

A Professional Reference Title

The McGraw-Hill Handbook of More Busienss Letters 4e includes everything you need to know to write clear, concise, effective letters for any business situation. Whether you're creating an in-house memo for your fellow co-workers or specialized correspondence for customers and clients, this all-in-one guide will show you the proper style, format, and type to use in all your professional communications. With this comprehensive resource, you can easily access hundreds of sample letters for a wide range of business applications. You can find exactly the right words for the right job and strike a perfect balance between formal and casual styles. Best of all, you can communicate with confidence--and go "write" to the top--in business and in life. LEARN HOW TO WRITE, DEVELOP, AND IMPROVE: * Formal business letters * Customer communications * Company-wide memos * Professional cover letters * Inquiry and request letters * Perfectly formatted faxes * Credit and collection letters * Confirmations and follow-ups * Announcements and congratulations * Service letters or complaints * Effective e-mail

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International Edition

THE MCGRAW-HILL HANDBOOK OF MORE BUSINESS LETTERS
3rd Edition
By Ann Poe
1998 / 416 pages
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WRITE TO THE POINT!
Letters, Memos and Reports That Get Results
By Rosemary T. Fruehling, and Neild B. Oldham
1992 / 261 pages
ISBN-13: 978-0-07-022555-8 / MHID: 0-07-022555-9
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BUSINESS LAW

2009

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2008

Clashing Views on Legal Issues, 13e	Katsh	9780073515090	0073515094	27
The Legal and Regulatory Environment of Business, 14e	Reed	9780073048499	0073048496	30

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Business Law

NEW

LAW FOR BUSINESS
10th Edition

By A James Barnes, Terry M Dworkin and Eric L Richards of Indiana University-Bloomington

2009 (February 2008) / 1040 pages

ISBN-13: 978-0-07-352493-1 / MHID: 0-07-352493-X

(Details unavailable at press time)

NEW



CLASHING VIEWS ON LEGAL ISSUES
13th Edition

By M Ethan Katsh, University of Mass-Amherst and William Rose, Albion College

2008 (October 2007) / 432 pages

ISBN-13: 978-0-07-351509-0 / MHID: 0-07-351509-4

http://www.mhcls.com/text-data/catalog/0073515094.mhtml

This Thirteenth Edition of TAKING SIDES: CLASHING VIEWS ON LEGAL ISSUES presents current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with an issue summary, an issue introduction, and a postscript. An instructor's manual with testing material is available for each volume. USING TAKING SIDES IN THE CLASSROOM is also an excellent instructor resource with practical suggestions on incorporating this effective approach in the classroom. Each TAKING SIDES reader features an annotated listing of selected World Wide Web sites and is supported by our student website, www.mhcls.com/online.

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Issue 3. Is the Geneva Convention Irrelevant to Members of al Qaeda Who Are Held Prisoner at Guantanamo Bay?
Issue 4. Should Someone Held by the CIA and Interrogated in a Foreign Country Be Allowed to Sue the U.S. Government?
UNIT 2 Law and the Individual
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Issue 6. Are Restrictions on Physician-Assisted Suicide Constitutional?
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Issue 12. Does the cruel and Unusual Punishment?Clause of the Eighth Amendment Bar the Imposition of the Death Penalty on Juveniles?
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Issue 19. Do Race-Conscious Programs in Public University Admissions Policies Violate the Fourteenth Amendment's Guarantee of Equal Protection Under the Law?

BURTON'S LEGAL THESAURUS
4th Edition

By William C Burton

2007 (December 2006) / 1040 pages

ISBN-13: 978-0-07-147262-3 / MHID: 0-07-147262-2

A Professional Reference Title

For more than 25 years, Burton's Legal Thesaurus has been the one-of-a-kind reference tool in a field where the precision and accuracy of language is vitally important. The latest edition of this classic resource adds 1,000 new words, terms, and expressions to the roughly 7,000 already present, including nontechnical words regularly used by attorneys.

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International Edition

BUSINESS LAW
The Ethical, Global, and E-Commerce Environment, 13th Edition

By Jane Mallor, Michael Phillips, L. Thomas Bowers, A. James Barnes and Arlen Langvardt of Indiana University - Bloomington

2007 (February 2006) / 1312 pages
ISBN-13: 978-0-07-293399-4 / MHID: 0-07-293399-2
ISBN-13: 978-0-07-327139-2 / MHID: 0-07-327139-X
(with OLC Card and You Be the Judge DVD, Vol 1 &2)
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[IE with OLC & You be the Judge DVD]

http://www.mhhe.com/mallor13e

Mallor, Barnes, Bowers and Langvardt's: Business Law: The Ethical, Global, and E-Commerce Environment, 13e is appropriate for the two-term business law course. The cases in the 13th edition are excerpted and edited by the authors. The syntax is not altered, therefore retaining the language of the courts. As in the 12th edition, the 13th edition includes a mix of actual AND hypothetical cases. The title has been changed to reflect a new focus of the book- the global and Internet environment.

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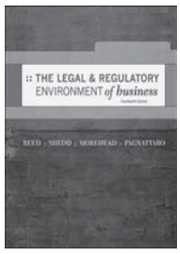
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International Edition

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By Allan Afuah, University of Michigan-Ann Arbor and Christopher Tucci, New York University

2003 / 496 pages
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Chapter 7. Value Configurations and the Internet
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By Thomas Eisenmann, Havard Business School

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2001 / 296 pages

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Purchasing and Supply Chain Management

NEW

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MATCHING SUPPLY WITH DEMAND An Introduction to Operations Management, 2nd Edition

By Gerard Cachon and Christian Terwiesch of University of Pennsylvania

2009 (March 2008) / 480 pages

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By Jonsson

2008 (Feb 2008) / 544 pages

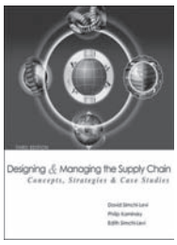
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DESIGNING AND MANAGING THE SUPPLY CHAIN 3rd Edition

By David Simchi-Levi, Mass Institute of Tech, Sally Kaminsky, College of Staten Island and Edith Simchi-Levi, Logic Tools Inc.,

2008 (July 2007) / 460 pages

ISBN-13: 978-0-07-298239-8 / MHID: 0-07-298239-X

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(with Student CD)

ISBN-13: 978-0-07-124477-0 / MHID: 0-07-124477-8 [IE]

As the most up-to-date, cutting-edge supply chain management book on the market, the Third Edition of Designing and Managing the Supply Chain discusses the problems, models and concepts derived from issues related to effective supply chain management. While many

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core supply chain management issues are interrelated, the authors have tried to make each chapter as self-contained as possible so that the reader can refer directly to chapters covering topics of interest. Each chapter utilizes case studies and numerous examples. Mathematical and technical sections can be skipped without loss of continuity. Most textbooks do not include models and decision support systems robust enough for industry, but that is not true of this new edition. The accompanying CD-ROM also features the return of two simulations, the Computerized Beer Game and the Risk Pool Game and a computerized tool. These simulations help users develop and execute supply chain contracts while also illustrating many of the concepts discussed in the text.

NEW TO THIS EDITION

❖ Improved and Integrated Coverage of Technology: This edition reflects a more realistic approach to incorporating technology in today's companies and this in-depth integration allows readers to better understand how technology implementation, new trends, and customers can affect the design and management of a supply chain.

❖ New and Updated Cases: Thanks to reviewer feedback, whenever possible single cases have been replaced with multiple cases giving readers even more opportunities to realistically study of how supply chain management is utilized in real companies better preparing them to be successful managers.

❖ More Comprehensive and Complete Ancillary Package: With improved, stronger PowerPoint presentations, and improved teaching notes on the Instructor CD, even instructors without a background in supply chain or those teaching the course for the first time will have their start-up costs reduced and their pool of instructional resources increased by these improved ancillaries.

❖ New "Supply Contracts" Tool on Student CD-ROM: Besides the computerized versions of "The Beer Game" and the "Risk Pool Game," there will be a newly developed electronic tool dealing with supply contracts. Now students have even more support to help them conceptualize strategic supply chain management.

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Chapter 2: Inventory Management and Risk Pooling
Chapter 3: Network planning
Chapter 4: Supply contracts
Chapter 5: The Value of information
Chapter 6: Supply Chain integration
Chapter 7: Distribution strategies
Chapter 8: Strategic alliances
Chapter 9: Procurement and Outsourcing Strategies
Chapter 10: Global Logistics and Risk Management
Chapter 11: Coordinated product and supply chain design
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Chapter 14: Information Technology and Business Processes
Chapter 15: Technology standards
Appendix A: Computerized Beer Game
Appendix B: Risk Pool Game
Appendix C: Supply Contract Spreadsheet
Appendix D: Bidding Game

NEW

International Edition



PRINCIPLES AND TOOLS FOR SUPPLY CHAIN MANAGEMENT WITH STUDENT CD-ROM

By Scott Webster, Syracuse University

2008 (December 2006) / 352 pages
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ISBN-13: 978-0-07-128588-9 / MHID: 0-07-128588-1 [IE]

http://www.mhhe.com/webster1e

Webster's Principles and Tools of Supply Chain Management provides a basic introduction to the concepts and tools of supply chain management and delivers an optimal balance of descriptive and analytical material. The book is divided into three parts: Foundation; Principles and Tools; and Synthesis. Part 1 introduces the basic concepts of supply chain management—concepts that are referred to and expanded upon in subsequent chapters; Part 2 focuses on the application of supply chain concepts within the context of particular supply chain activities (i.e., buy, make, moVe, store, or sell); Part 3, consisting of a single chapter, offers a macro perspective of supply chain management. It reconstructs and synthesizes earlier content while taking a "step back" to review and consider the entire system. A case study is included at the end of each chapter. Some of these cases focus on technology. Chapters that introduce analytical models begin with simple analyses and introduce added complexity and realism as the chapter progresses, thereby offering instructors flexibility with respect to the degree of analytical rigor that they are able to require of their students.

FEATURES

❖ Employs a supply chain framework to discuss relevant operations concepts, tools, and issues. This framework allows instructors to discuss essential core topics in operations management within the context of and with reference to the entire supply chain. The framework also serves to foster the need for students to integrate supply chain issues into their consideration of traditional operations decision areas.

❖ Supply chain concepts are covered briefly, facilitated by sharply focused coverage. This approach permits students to grasp concepts quickly and accurately while leaving room for instructors to expand upon particular topics or supplement the text with their own materials.

❖ "Concepts/Applications/Tools" pedagogical approach permits rapid student engagement in relevant operations and supply chain management problems and activities. The structure also facilitates opportunities for students to be introduced to and engaged in activities designed to develop an understanding of both the qualitative and quantitative aspects of operations and supply chain management.

❖ Two-color, short, paperback format offers good value for students and flexibility for instructors. Permits instructors to add other materials to their course without financially overburdening students. Students will appreciate having a book that is brief enough to be covered in its entirety in one semester.

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8 Capacity Management: Analysis and Psychology
9 Production Management: Flow Control and Scheduling
10 Transportation Management: Elements and Insights
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Supplement B International Transportation: Services and Legal Requirements
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SUPPLY CHAIN COST MANAGEMENT

By Jimmy Anklesaria

2007 (November 2007) / 256 pages

ISBN-13: 978-0-81-447475-4 MHID: 0-814-47475-6

A Professional Reference Title

For most supply chains, cost reduction is imperative to long-term survival. Yet identifying the costs that can be eliminated—and then doing so effectively— can prove impossible without the right method. This book introduces the same process the author has used to save companies like IBM, Kodak, and DuPont billions of dollars, simply by harnessing the knowledge of suppliers. Using reallife case studies and examples. The book gives readers everything they need to implement this powerful system, and bring genuine and permanent savings to their company.

International Edition

PURCHASING AND SUPPLY MANAGEMENT

By W C Benton

2007 (June 2006) / 800 pages

ISBN-13: 978-0-07-352514-3 / MHID: 0-07-352514-6

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http://www.mhhe.com/benton07

Purchasing and Supply Management, 1/e, by W.C. Benton, offers insights into the theory, practice, and implementation of supply management issues. A step-by-step approach helps students and professionals gain analytical purchasing skills. Many actual case studies and exercises help students transform purchasing theory into purchasing practice and implementation. Some of the topics include purchasing business processes, price cost analysis, professional services, transportation purchasing, global purchasing, and healthcare purchasing.

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By Donald Bowersox, David Closs and M. Bixby Cooper of Michigan State University—East Lansing

2007 (November 2005) / 464 pages

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International Edition

MATCHING SUPPLY WITH DEMAND
An Introduction to Operations Management

By Gerard Cachon and Christian Terwiesch

2006 / 368 pages
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http://www.mhhe.com/cachon_terwiesch

The most authoritative, cutting-edge book for operations management and supply chain management. The book demands rigorous analysis on the part of students. When the use of quantitative tools or formal modeling is indicated, it is only to perform the necessary analysis needed to inform and support a practical business solution.

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Chapter 6 Variability and Its Impact on Process Performance: Waiting Time Problems
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Chapter 8 Fundamentals of Quality and the Toyota Production System
Chapter 9 Betting on Uncertain Demand: The Newsvendor Model
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PURCHASING AND SUPPLY MANAGEMENT
13th Edition

By Michiel Leenders, University of Western Ontario, Harold E. Fearon, Center for Advanced Purchasing Studies, Emeritus, Anna Flynn and P. Fraser Johnson, University of Western Ontario

2006 / 588 pages
ISBN-13: 978-0-07-287379-5 / MHID: 0-07-287379-5
ISBN-13: 978-0-07-124966-9 / MHID: 0-07-124966-4 [IE]

http://www.mhhe.com/leenders13e

The Leenders’ text provides a comprehensive introduction to the purchasing and supply chain management field, supported by 50 case studies. Cases cover purchasing and supply chain issues in a variety of settings, from process industries to high tech manufacturing and services as well as public institutions. Supply Management concepts, both strategic and tactical, have been expanded throughout the text, particularly in new chapters on Supply Law and Ethics, Public Supply, and Supplier Relations. While all basic tenets of the purchasing function and cost issues remain, the coverage of the field is state of the art highlighting the supply chain approach.

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Chapter 18 – Make or Buy, Insourcing, and Outsourcing
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Chapter 20 – Strategy in Purchasing and Supply Management
Case Index / Subject Index

International Edition

WORLD CLASS SUPPLY MANAGEMENT
The Key to Supply Chain Management with Student CD (Cases), 7th Edition

By David N. Burt, University of San Diego and Donald W. Dobler, Colorado State University, Emeritus

2003
ISBN-13: 978-0-07-283156-6 / MHID: 0-07-283156-1 (with CD-ROM)
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http://www.mhhe.com/burt7e

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Customer Relations Management

CUSTOMER RELATIONSHIP MANAGEMENT
Creating Competitive Advantage throught Win-Win Relationship Strategies

By Kaj Storbacka, CEO of CRM Group Ltd and Jarmo L Lehtinen, University of Tampere

2001 / 176 pages

ISBN-13: 978-0-07-120678-5 / MHID: 0-07-120678-7 (Softcover)
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An Asian Publication

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Professional E-Commerce

EBAY THE SMART WAY
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By Joseph T. Sinclair

2007 (May 2007) / 512 pages

ISBN-13: 978-0-8144-7451-8 / MHID: 0-8144-7451-9

A Professional Reference Title

Joseph T. Sinclair is one of the world's foremost eBay experts. He has been interviewed by Entrepreneur magazine, as well as on more than 100 radio programs. He is the author of eBay the Smart Way (now in its 4th edition); the two previous editions of eBay Business the Smart Way; eBay Inventory the Smart Way, Building Your eBay Traffic the Smart Way; eBay Global the Smart Way; and eBay Motors the Smart Way.

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By Wu

2007 (December 2007)

ISBN-13: 978-0-07-126432-7 / MHID: 0-07-126432-9

An Asian Professional Publication

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Logistics & Supply Chain Management (Professional References)

International Edition

WORLD-CLASS WAREHOUSING AND MATERIAL HANDLING
By Edward Frazelle, The Logistics Institute at Georgia Tech
2002 / 280 pages
ISBN-13: 978-0-07-137600-6 / MHID: 0-07-137600-3
ISBN-13: 978-0-07-122686-8 / MHID: 0-07-122686-9 [IE]
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Warehousing continues to play a critical role in assuring high levels of customer service and overall logistics performance. Efficient warehousing can minimize the effects of supply chain inefficiencies; can improve logistics accuracy and inventory management; and can allow for product accumulation, consolidation, and customization. The cost of warehousing should be commensurate with the contribution of warehousing to overall logistics performance—typically between 2% and 5% of corporate revenue. In world-class warehousing these costs are minimized while also improving customer service. The principles and systems described in this book are common denominators of world-class warehousing. The principles have been developed over a decade of logistics research, education and consulting project experience. World-Class Warehousing and Material Handling can be used to develop a warehouse master plan to support the corporation's overall logistics strategy.

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By Thomas S Bateman, University of VA-Charlottesville and Scott A Snell, Cornell University

2009 (January 2008) / 736 pages

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2008 (November 2006) / 864 pages

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MANAGEMENT 3rd Edition, by Gomez-Mejia, Balkin, and Cardy, is an exciting new take on principles of management. Ask your incoming students what "management" is, and they'll talk about the kind of management they know from their own work experience. Managers assign people their hours, they give raises or promotions, they tell people what job to do-the manager, in other words, is "the boss". In most other work settings, however, management means something far more important and complex. In addition to people, managers also manage performance, processes, relationships, and more increasingly in today's world, deal with the pressure and flux of constant change. This, coupled with the fact that workplaces have steadily become less hierarchical and more team- and group-driven, means the traditional responsibilities of the manager have gradually been dispersed throughout the organization. Students preparing to work in today's business environment may not start in a corner office with an assistant, but they still need to think like managers and understand the strategic goals of the organization. Management 3rd Edition, prepares your students to join a new kind of workplace, one where management is everyone's business and provides many in-text and online applications to emphasize this approach.

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❖ AACSB & Learning Outcomes -Gomez-Mejia/Balkin/Cardy supports you in testing learning outcomes unlike any other text on the market. The Test Bank has been tagged for (1) textual feature (e.g. Learning Objectives, boxed features), and (2) AACSB guidelines (Categories include Global, Ethics and Social Responsibility, Legal and other External Environment, Communication, Diversity, Group

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Dynamics, Individual Dynamics, Production, and IT).

❖ Integrated Learning Path -Each chapter opens with 5-6 action-oriented Learning Objectives. Each Learning Objective will be followed up on with strategically placed scenario-based multiple choice question to reinforce the learning objective. The chapter summary is based on the chapter learning objectives providing a stronger pathway through each chapter. Test your students on their comprehension of these learning objectives with the tagged test bank.

❖ Focusing on the Future gives students a glimpse into "day in the life" of real managers in accounting/finance, operations/general, human resources, marketing/communications, and entrepreneurship and shows how theories discussed in the chapter are used to solve real-world managerial challenges.

❖ The Entrepreneurial Manager cases and videos (16) have been integrated in the text and connect chapter concepts to how they've been applied successfully in entrepreneurial ventures and small businesses. In text summaries and discussion questions highlight relevant concepts managers such as Todd McFarlane & Jim McCann (1800-Flowers) have employed on their way to success. Students are able to access the videos on the Online Learning Center, a Instructor DVD is also available.

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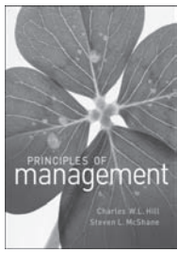
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PRINCIPLES OF MANAGEMENT

By Charles Hill, University of Washington and Steven McShane, University of Western Australia

2008 (December 2006) / 704 pages
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http://www.mhhe.com/hillmcshane

Charles Hill and Steve McShane, two of the most successful, well-thought of authors, researchers, teachers and consultants, have come together to write Management. This dynamic duo's progressive text engages students with their exceptional storytelling writing style and great examples to see the big picture/ interconnectivity between the four functions of management and prepares them better for their careers ahead. A unique "Management Portfolio Project" rounds out the student experience. Faculty are supported with a truly integrated support package.

FEATURES

❖ Interconnectivity of the four functions of management--Hill/McShane provides students with connections between different concepts bring to light the "Big Picture" they need to understand in order to become successful managers. Specific examples include:

(1) The control function, often relegated to the end of the book as a "feedback loop" chapter, Hill/McShane incorporates control into the organizing function to demonstrate how control impacts goals and performance measurement, organizational culture, etc. and introduces the balanced scorecard as a measurement tool.

(2) Chapter 13 on Motivation builds off of the goal-setting material referenced in the planning chapter (Ch. 5) so that students understand the relationship between the functions of planning and leading and how employee goals ideally should be aligned to company strategies.

(3) Chapter 10 on Organizational Culture builds off of the organizational values material introduced in chapter 2 on the Internal Environment, which demonstrates how values drive culture.

❖ Storytelling writing style--As they have in their current market-leading books, both authors use stories to connect with students as a vehicle to help them learn, using great use of language. "From bloody awful to bloody awesome in five years" (Ch. 3) or "No frankenfood here, please" (Ch. 18) are just two examples of how the authors grab students' attention and hold it with stories that are woven into the narrative of the text.

❖ Unique Theory/Application Writing style – The authors cover related theories and then apply them with rich examples that are NOT hidden in text boxes that students don't read, but incorporated into the narrative of the text. Examples are highlighted in the margin of the text so students know an applied example is reinforcing a particular concept (e.g. "cost-leadership at Dell" or "Motivation at 3M").

❖ Why does it matter? -Every chapter concludes with a summary of why the material covered matters for students of management, and how understanding these concepts can help students become a more successful manager.

❖ Management Portfolio Project--Mirroring the goal of the book (showing students how the 4 functions interact) this activity at the

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end of every chapter asks students to apply chapter concepts to their organization of choice. By following one company throughout the semester students get a grasp of how and why all functions work together regardless of their experience working in organizations. Perfect for a course project, the instructor's manual includes an implementation guide as well as samples of actual student portfolios.

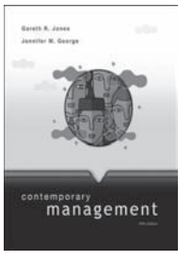
❖ Integrated Support Package -Unlike revised texts/ resource packages, where materials are refitted, resized and repurposed, the resources supporting this text have been freshly created in close conjunction with the text and each other to provide you a truly integrated support package. The instructor's manual is laid out by learning objective and includes extra "war stories" cases and teaching tips to use in the classroom that are not in the text. The test bank questions are categorized by blooms taxonomy, AACSB tagged, tagged by learning objective, level of difficulty.

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NEW

International Edition



CONTEMPORARY MANAGEMENT
5th Edition

By Gareth Jones, Texas A&M University and Jennifer George, Rice University

2008 (January 2007) / 832 pages
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ISBN-13: 978-0-07-128561-2 / MHID: 0-07-128561-X [IE]

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Contemporary Management by Jones and George distinguishes itself through its authorship, comprehensive, current contents, rich and relevant examples and applications and experiential exercises provided in every single chapter. The cutting-edge 5th Edition continues to redefine what principles of management texts should look, sound, and feel like. As an author team Gareth Jones and Jennifer George are uniquely qualified to write about both the strategic and organizational challenges managers face. Contemporary Management is a comprehensive text that surveys the theoretical underpinnings of modern management thought and research. Through a variety of examples from small, medium, and large companies it shows the reader how those ideas are used by practicing managers. A hallmark of this text is its focus on the "Manager as a Person," which discusses managers as real people with their own personalities, strengths, weaknesses, opportunities, and problems.

NEW TO THIS EDITION

❖ NEW! Completely updated: Every chapter of this text was thoroughly updated to ensure currency and coverage of the latest developments in management today. Coverage of managing globally on Asians and Hispanics as fastest growing group (Ch. 5), new discussion on outsourcing (Ch. 12), "green" business management, new coverage of ethics of manufacturing and outsourcing with threats to health of workers in foreign countries, and even new coverage on crisis management.

❖ NEW! Expanded and updated coverage of Ethics, Diversity & Culture: The authors have updated and where necessary, expanded the coverage of ethics, diversity & culture to support student understanding of these important topics.

❖ NEW! Management in the Movies: This faculty DVD makes it easy to bring that captivating power of big screen movies to the classroom! Each video clip illustrates a specific management topic in less than 2 1/2 minutes via a scene from major movies or TV show. E.g. Groups—13 Going On 30, Ethics—John Q, Global Management—Gung Ho. The Management is the Movies DVD is supported by an instructor manual with suggestions for usage of the clip, video summaries, and discussion questions for each segment! This DVD is available to all adopters of a McGraw-Hill Principles of Management text only.

❖ NEW! AACSB integration in test bank and Instructor Manual: This text's proven test bank is now aligned with the AACSB guidelines, tagging each question according to the applicable knowledge and skills area (Global, Ethics and Social Responsibility, Legal and other External Environment, Communication, Diversity, Group Dynamics, Individual Dynamics, Production, and IT). Additionally, the Instructor Manual supports you in teaching that leads to Learning Outcomes.

❖ NEW! Chapter-by-chapter Flash Tutorials for use in online courses or for students' personal study use. Overviews and animations for critical concepts in each chapters as well as interactive self-assessments for Ch. 3, Manager as a Person are available via the Online Learning Center.

CONTENTS

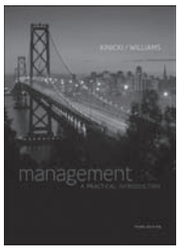
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Part Six: Managing Critical Organizational Processes

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16 Promoting Effective Communication
17 Managing Conflict, Politics, and Negotiation
18 Using Information Technology to Increase Performance

NEW

International Edition



MANAGEMENT
3rd Edition

By Angelo Kinicki, Arizona State University--Tempe and Brian K Williams

2008 (February 2007) / 576 pages
ISBN-13: 978-0-07-353019-2 / MHID: 0-07-353019-0
ISBN-13: 978-0-07-126312-2 / MHID: 0-07-126312-8 [IE]

http://www.mhhe.com/kinicki3e

Blending scholarship and imaginative writing, ASU business professor Kinicki (of Kreitner/Kinicki Organizational Behavior 7e) and writer Williams (of Williams/Sawyer Using Information Technology 7e) have created a highly readable introductory management text with a truly unique student-centered layout certain to be well received by today's visually oriented students. The authors present all basic management concepts and principles in "bite-size" chunks, 2- to 6-page sections to optimize student learning. The text emphasizes practicality of information presented and supports both the instructor and the students with a wealth of classroom-tested resources.

NEW TO THIS EDITION

❖ **EVEN MORE STUDENT-CENTERED**

• Updated Layout and Design: The design and layout has been updated to give the text a more consistent feel, while retaining the structure everyone loves—a text in 2- to 6-page sections presenting information in easily digestible, "bite-size" chunks."

• New Remediation and Practice Resources: To support various learning styles and help students see connections between concepts, this text directs students to activities on the Online Learning Center (OLC) via target icons in the text margins. The OLC provides interactive materials that reinforce concepts, help students to get to know themselves through self-assessments, and help them apply what they've learned to interactive exercises from the Group and Video Resource Manual and Manager's Hot Seat programs. The Manager's Hot Seat is now completely online, making it easier for students to put managerial skills into practice on their own time.

❖ **MORE IMAGINATIVE WRITING**

• Completely Updated: This text has been completely updated to reflect the most current research and include the most current developments and examples. With more than 23% of all endnote references dated 2006 (the year the book was in production), this is one of the most current principles textbooks on the market.

• Additional Entrepreneurship Coverage: Chapter 1 now includes coverage of Entrepreneurship to draw students in and emphasize the importance of this topic.

• New Video Cases: 50% of the in-text video cases are new to this edition (e.g., eBay CEO Meg Whitman, Organizational Culture at New Belgium Brewery, short documentary on how Peace Corps skills can help in the business world). New supporting video clips are available on DVD for adopting instructors and online for student access.

❖ **MORE EMPHASIS ON PRACTICALITY**

• New to This Edition: Emphasis on "Evidence-Based Management": This edition includes emphasis on evidence-based management—basing decisions on the real world rather than on hunches or management fads (see discussion on, e.g., pp. 62, 220–222).

• New to This Edition: Discussion of "Execution": Execution consists of using questioning, analysis, and follow-through in order to mesh strategy with reality (see discussion on pp. 201–204).

• New Example Boxes, with "Your Call" Discussion Prompts: These Example boxes are mini-cases that provide students with snapshots of real-world situations to help explain text concepts. Each scenario ends with a prompt ("Your Call," followed by a question) that asks students to apply critical thinking to chapter concepts and to decide what next steps should be taken. Very useful for class discussion.

• New and Updated Practical Action Boxes: Practical Action boxes have been updated, expanding practical advice in such areas as multitasking, being a world citizen, and how to streamline meetings. All Practical Action boxes are listed on the inside back cover of the book.

• New Management in Action Cases: Management in Action cases, most of which are new to this edition, describe how organizations such as NASCAR, Hewlett-Packard, and Home Depot respond to issues featured in the text. Management in Action bases are listed on the inside back endpapers of the book.

• New and Updated Ethical Dilemmas: Ethical Dilemmas present ethical situations (often based on real events) and asks students how they would have handle them. New Ethical Dilemmas challenge students to deal with issues such as stockpiling avian-influenza drug (chap. 6), high school dress codes (chap. 7), and student cheating (chap. 12). Ethical Dilemmas are listed on the inside back endpapers of the book.

• New and Updated Group Exercises: End-of-chapter Group Exercises offer students operating as teams to apply chapter topics. Instructions, objectives, and discussion questions are included.

❖ **COMPLETELY UPDATED RESOURCES THAT WORK**

• New Videos and Video Cases: The text is supported by 16 videos and video cases, half of them new to this edition, which visually reinforce chapter topics. Organizations featured include JetBlue, eBay, Patagonia, and Panera Bread. Cases include news footage, company interviews, and Manager's Hot Seat episodes.

• Updated Test Bank: Each of the approximately 1,500 questions in the Test Bank is tagged with the AACSB objective and the Bloom's taxonomy type of knowledge it is covering. Test tables (a la Nickels) are also included that list the difficulty level of the question according to the chapter opening major questions (chapter objectives).

• New Online Course Management: Online assets have been greatly enhanced. Our content available for online courses is much more comprehensive and in line with what needs to be available for hybrid (part online and part person-to-person) courses or completely online courses. The student CD has been eliminated, and all study resources have been put on the Web-based Online Learning Center (OLC) for easy access.

•Online Learning Center (OLC): In-text icons guide students to a wealth of resources--Chapter Quizzes, Internet Exercises, Streaming Videos, and more (included in price of textbook).

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• Standard Cartridge: The Standard Cartridge includes all of material that is contained in the OLC but in a format ready for Blackboard, WebCT, etc. (included in price of textbook)

• Enhanced Cartridge: The Enhanced Cartridge is the perfect tool for instructors who are teaching an online course or hybrid course and are looking for more online content. Resources include iPod contents; Interactive Skills Exercises; fully digital, fully functional Study Guide that reinforces concepts; and Self-Assessments that allow students to learn more about themselves and apply what they've learned to interactive scenarios. Enhanced cartridges are $15.00net.

• PowerPoints®: PowerPoint® slides have been improved for this edition and include two sets: (1) the Basic Set consists of a straightforward outline of each chapter; (2) the Expanded Set contains more ties to real-world applications, as well as notes for professors.

• Manager's Hot Seat – Now Online: This interactive, video-based software puts students in the manager's hot seat and requires them to apply their knowledge to dealing with important issues such as ethics, diversity, working in teams, and the virtual workplace. These interactive segments can be used in the classroom or as enrichment activities for students to complete on their own.

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9. Human Resource Management: Getting the Right People for Managerial Success
10. Organizational Change & Innovation: Life-Long Challenges for the Exceptional Manager
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14. Power, Influence, & Leadership: From Becoming a Manager to Becoming a Leader
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Appendix: The Project Planner's Toolkit: Flowcharts & Gantt Charts

International Edition

MANAGEMENT
Leading and Collaborating in the Competitive World, 7th Edition

By Thomas Bateman, University of North Carolina and Scott A Snell, Cornell University

2007 (November 2005) / 672 pages
ISBN-13: 978-0-07-292330-9 / MHID: 0-07-292330-X
ISBN-13: 978-0-07-325462-3 / MHID: 0-07-325462-2 (with OLC)
ISBN-13: 978-0-07-110853-9 / MHID: 0-07-110853-X
[IE with OLC]

http://www.mhhe.com/bateman7e

Bateman and Snell have consistently discussed and explained the traditional, functional approach to management through planning (delivering strategic value), organizing (building a dynamic organization), leading (mobilizing people), and controlling (learning and changing). Management: Leading & Collaborating in a Competitive World retains its series of "firsts": first to have a chapter on diversity, first to devote a section to the natural environment, and first to relate a "bricks and clicks" theme to explain the challenges of managing in a New Economy. This new edition is no exception with an emphasis on leadership and collaboration as a means to success. To survive competition and thrive in today's world, you must perform in ways that give you an edge over your competitors. Four essential performance dimensions- cost, quality, speed, and innovation -when well done, deliver value to the customer and competitive advantage to students and their employers. In the new Seventh Edition of Management, Bateman and Snell go a step further to discuss the advantages of leadership and collaboration as two essential means to these four "bottom line" practices that successful managers and companies must deliver to their customers. This leadership and collaboration theme is the key to successful management. People working with one another, rather than against, is essential to competitive advantage. By reinforcing these new business practices in context with the functional approaches, the authors deliver a unique theme among all principles of management texts- how to manage, lead, and collaborate in ways that deliver results.

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Appendix C: Managing in Our Natural Environment
CHAPTER 6. International Management
CHAPTER 7. Entrepreneurship
Appendix D: Information for Entrepreneurs
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CHAPTER 10. Human Resource Management
CHAPTER 11. Managing the Diverse Workforce
Part IV. Leading: Mobilizing People
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Appendix E: Classic Contingency Models of Leadership
CHAPTER 13. Motivating for Performance
CHAPTER 14. Teamwork
CHAPTER 15. Communicating
Part V. Control and Change
CHAPTER 16. Managerial Control
CHAPTER 17. Managing Technology and Innovation
Appendix F: Operations Management in the New Economy
CHAPTER 18. Managing and Creating Change

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International Edition

ESSENTIALS OF CONTEMPORARY MANAGEMENT
2nd Edition

By Gareth Jones, Texazs A&M University and Jennifer George, Rice University

2007 (January 2006) / 544 pages
ISBN-13: 978-0-07-301122-6 / MHID: 0-07-301122-3
ISBN-13: 978-0-07-322357-5 / MHID: 0-07-322357-3
(with OLC, Premium Content Card and DVD)
ISBN-13: 978-0-07-125796-1 / MHID: 0-07-125796-9
[IE with Student DVD, OLC premium Card]

http://www.mhhe.com/jones2e

Jones and George are dedicated to the challenge of "Making It Real" for students. The authors present management in a way that makes its relevance obvious even to students who might lack exposure to a "real-life" management context. Their goal is to relate management theory to real life examples to drive home the message that management matters both because it determines how well organizations perform, and because managers and organizations affect the lives of people who work inside them and people outside the organization, such as customers, communities, and shareholders. Essentials of Management concisely surveys current management theories and research. Through a variety of real world examples from small, medium, and large companies the reader learns how those ideas are used by practicing managers. The organization of this text follows the mainstream functional approach of planning, organizing, leading, and controlling; but the content is flexible and encourages instructors to use the organization they are most comfortable with. One of the most popular features of the book has always been its focus on the "Manager as a Person," which discusses managers as real people with their own personalities, strengths, weaknesses, opportunities, and problems. In the 2nd Edition, the authors expand on this theme by discussing the importance of management competencies -the specific set of skills, abilities, and experiences that gives one manager the ability to perform at a higher level than another in a specific context. The themes of diversity, ethics, globalization, and information technology -all areas of importance that make up the workplace realities that today's student will encounter in the course of a career- have also been greatly expanded in the 2nd Edition in the text, photographs, "unboxed" stories, and the end-of-chapter material.

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PART 6 CONTROLLING ESSENTIAL ACTIVITIES AND PROCESSES Chapter 13 Communication and Information Technology Management Chapter 14 Operations Management: Managing Vital Operations and Processes
Appendix: Management Careers

NEW



CONTEMPORARY MANAGEMENT
European Edition

By Edgar Meyer and Melanie Ashleigh of Southampton, Gareth Jones, Texas A&M University and Jennifer George, Rice University

2007 (January 2007) / 768 pages
ISBN-13: 978-0-07-711115-X / MHID: 0-07-711115-X
McGraw-Hill UK Title

http://www.mcgraw-hill.co.uk/textbooks/meyerandashleigh

This European edition of Contemporary Management offers a comprehensive coverage of introductory management topics, addressing both new and classic theory and research within a contemporary framework. The book begins by examining what it means to be a manager, before moving on to analyse this in relation to various aspects of strategy, leadership and the organization. The authors take a practical approach, applying concepts to real-life situations in order to equip students to deal with the issues and opportunities posed by today's dynamic business environment.

FEATURES

- ❖ Coverage of the history of management thought, providing students with a sound foundation to the study of management
- ❖ Up-to-date coverage of key European issues, including ethics and HR legislation
- ❖ Case studies to accompany each chapter, drawn from a wide variety of European companies and contexts
- ❖ A wealth of pedagogical features, including individual and group exercises, tips for practice and applied examples in every chapter

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CHAPTER 18 Further Themes in Contemporary Management

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International Edition

MANAGEMENT
12th Edition

By Leslie W Rue, Georgia State University and Lloyd Byars, Georgia Institute of Technology

2007 (June 2006) / 544 pages
ISBN-13: 978-0-07-353014-7 / MHID: 0-07-353014-X
ISBN-13: 978-0-07-110301-5 / MHID: 0-07-110301-5 [IE]

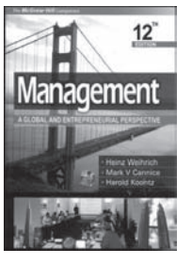
http://www.mhhe.com/rue12e

Rue/Byars: MANAGEMENT, 12e is a short, value-priced paperback, which presents the fundamentals of management principles to undergraduate students. It continues its tradition of presenting principles of management in a very straightforward and accessible manner focusing on skills that are needed to become a successful manager.

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Glossary

NEW



MANAGEMENT
A Global and Entrepreneurial Perspective, 12th Edition

By Heinz Weihrich, University of San Francisco

2007 (June 2007) / 576 pages
ISBN-13: 978-0-07-066019-9 / MHID: 0-07-066019-0
McGraw-Hill India Title

http://http://www.mhhe.com/management12e

NEW TO THIS EDITION

- It gives a comprehensive account of contemporary management theories, concepts and practices in the global context. Recognizing entrepreneurial innovation as a major managerial challenge in the 21st century, this edition includes some of the best entrepreneurial practices from across the globe. As the earlier editions, this edition is also modeled on the systems approach to management and it looks beyond North America to bring in examples from the New Europe, Asia including India, and Latin America.
- Thorough discussion on current topics of interest including Blue Ocean Strategy, M-Commerce, Customer Relationship Management, Value and Supply Chain Management and Outsourcing
- Includes in-chapter boxed exhibits called "International Perspective" that provide additional insights/ illustrate a particular aspect of managing in a modern-day global organization
- In-chapter "Entrepreneurial Perspective" boxes and the part-closing "Entrepreneurial Focus" cases illustrate the importance of entrepreneurship in management
- A case study "The Global Car Industry Case" which runs through all the 6 parts of the book help in analyzing different aspects one particular situation
- End-of-chapter "International Case", "For Discussion" questions, "Exercises/Action Steps" aid students in assimilating and internalizing the concepts learned
- End-of-chapter "References" and "Internet Research" encourage students in doing further research on the concepts discussed in the respective chapters.
- A running glossary (notes on the margin of the pages) and end-of-chapter "Key Ideas and Concepts for Review" are useful recapitulating aids

INDIAN COVERAGE:

- Outsourcing in India and China
- GE's outsourcing in India
- Entrepreneurial opportunities in India – Wipro, Carrefour/Wal Mart
- Leadership – Azim Premji, Ratan Tata
- India-China comparison – car industry, IT
- Bhopal gas tragedy
- Short mentions - Place of India in the Individualism-Collectivism chart, Indian center for encouraging excellence, in context of ASEAN

DIFFERENTIATION VIS-À-VIS COMPETITION:

- Running Case on the Global Car Industry
- Staffing dealt with separately
- TOWS matrix – original research by author
- Includes current concepts like m-commerce, BPO
- More Indian/Asian coverage than any other book
- Online Support (PPTs, Test Bank, SM, Video?)

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4. Essentials of Planning and Managing by Objectives
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20. Productivity, Operations Management and Total Quality Management

ESSENTIALS OF MANAGEMENT
An International Perspective, 7th Edition

By Weihrich Koontz

2006 (November 2006) / 512 pages

ISBN-13: 978-0-07-062030-8 / MHID: 0-07-062030-X

McGraw-Hill India Title

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FUNDAMENTALS OF MANAGEMENT

By Mike Smith, Manchester Business School

2006 (December 2006) / 458 pages

ISBN-13: 978-0-07-711515-9 / MHID: 0-07-711515-5

McGraw-Hill UK Title

Fundamentals of Management takes a logical and student-centred approach to management from a business perspective. It first provides a comprehensive foundation in the basic concepts of management, supported by global examples and experiential exercises, which place ideas in a real-life context. The text then examines contemporary debates in the field, promoting student interaction and learning. An essential textbook both for management specialists and non-specialists, Fundamentals of Management provides a comprehensive grounding in all core management topics.

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8. Reporting and Communication Processes
9. Budgeting Money

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12. The Operations (Production) Function
13. The Human Resource Function
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Part Four: Special Topics in Management

15. Social Responsibility and Business Ethics
16. Globalisation and E-Commerce
17. Diversity and Bullying
18. Fads, Gurus, Cons and Science
19. Careers and Management

CONTEMPORARY MANAGEMENT

By Dianne Waddell, Deakin University, Jennifer Devine, Edith Cowen University, Gareth Jones, Texas A&M University and Jennifer George, Rice University

2006 (September 2006)

ISBN-13: 978-0-07-471482-9 / MHID: 0-07-471482-1

McGraw-Hill Australia Title

***h**ttp://www.mhhe.com/au/mcshane*

This is a new Australian adaptation of two popular US editions by Jones and George, Contemporary Management 3e and Essentials of Contemporary Management 1e. Waddell and Devine's Contemporary Management presents a fresh and humane view of the manager in the workplace. This non-prescriptive text explores the manager as a person, rather than an institution, with values and ethics. Its innovative approach to management raises issues that are relevant to the workplace today, such as focusing on diversity, cultural sensitivity and managing globally. This text recognises that human interaction and communication is the basis of effective management in business.

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5. Attitudes, Values and Ethics: Corporate Social Responsibility
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11. Managing Information: Communication and Technology
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Part 5: Revolution of Management
14. Fads, Fashions and the Future of Management

MANAGEMENT FOUNDATIONS

By Kathryn (Kay) M Bartol, University of Maryland-College Park, Margaret Tein and Graham Matthews of Royal Melbourne Institute of Technology, Philip Ritson, University of Adelaide and Brenda Scott-Ladd, Murdoch University

2005 (September 2005)

ISBN-13: 978-0-07-471573-4 / MHID: 0-07-471573-9

McGraw-Hill Australia Title

http://www.mhhe.com/au/bartol_foundations

Management is at a significant stage as we move into the twenty-first century. Global competition is a fact of life. Technology, international activities, business practices and changes in attitudes to organisational social responsibility are compelling managers to reconsider their methods and goals, and increasingly emphasise innovation in the workplace. This stunning new full-colour edition has been carefully tailored to suit a one-semester course. In 12 chapters, this text and learning package equips students with the key knowledge and skills they will need to become effective and informed managers. The authors critically examine the rapidly changing management environment and offer the most diverse and original case studies of any management text on the market.

PRINCIPLES OF MANAGEMENT
3rd Edition

By Tripathi, Sukhadia University and Reddy, Bangalore University

2005 (December 2005)

ISBN-13: 978-0-07-060058-4 / MHID: 0-07-060058-9

McGraw-Hill India Title

(Details unavailable at press time)

MANAGEMENT
A Global Perspective, 11th Edition

By Heinz Weihrich, University of San Francisco, and Harold Koontz, (Deceased), Formerly of UCLA

2004 / 632 pages

ISBN-13: 978-0-07-123946-2 / MHID: 0-07-123946-4

An Asian Publication

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ESSENTIALS OF MANAGEMENT
An Asian Perspective

By Joseph M Putti, School of Management, National University of Singapore and Harold Koontz, University of California at Los Angeles and Heinz Weihrich, University of San Francisco

1998 / 560 pages

ISBN-13: 978-0-07-125720-6 / MHID: 0-07-125720-9

An Asian Publication

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1. The Environment of Business
2. The Nature and Meaning of Management
3. Evolution of Management Thought
4. Human Relations in Management
5. The Planning Function
6. Managing By Objectives
7. The Decision-making Process
8. The Organizing Function
9. Authority In Organizations
10. The Control Function
11. The Staffing Function
12. Leadership for Management
13. Motivating Employees
14. Communication for Management
15. Participation In Organizations
16. Productivity And Quality Management
17. Managing Performance Improvement
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Principles of Management - Supplements

ANNUAL EDITIONS: MANAGEMENT
14th Edition

By Fred H Maidment, Western CT State University

2007 (September 2006) / 224 pages
ISBN-13: 978-0-07-352844-1 / MHID: 0-07-352844-7
McGraw-Hill/Dushkin Title

http://www.mhcls.com/text-data/catalog/0073528447.mhtml

This Fourteenth Edition of ANNUAL EDITIONS: MANAGEMENT provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an instructor's resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

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UNIT 4. Directing
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UNIT 5. Controlling
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UNIT 6. Staffing and Human Resources
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International Edition

MANAGER'S HOT SEAT ONLINE ACCESS CARD
2nd Edition

By McGraw-Hill/Irwin

2007 (June 2006)
ISBN-13: 978-0-07-331212-5 / MHID: 0-07-331212-6
ISBN-13: 978-0-07-126190-6 / MHID: 0-07-126190-7 [IE]

In today's workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager's Hot Seat is a collection of interactive videos that allows students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager's mistakes and successes, and then do a report critiquing the manager's approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience.

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Case 1: Office Romance: Groping for Answers
Case 2: Ethics: Let's Make a Fourth Quarter Deal
Case 3: Negotiation: Thawing the Salary Freeze
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Case 11: Personal Disclosure: Confession Coincidence?
Case 12: Virtual Workplace: Out of Office Reply
Case 13: Listening Skills: Yeah, Whatever
Case 14: Diversity in Hiring: Candidate Conundrum
Case 15: Working in Teams: Cross-Functional Dysfunction

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TAKING SIDES: CLASHING VIEWS IN MANAGEMENT
2nd Edition

By Marc Street, University South Florida-St Petersbu

2007 (October 2006) / 432 pages
ISBN-13: 978-0-07-352721-5 / MHID: 0-07-352721-1
McGraw-Hill/Dushkin Title

http://www.mhcls.com/text-data/catalog/0073527211.mhtml

This Second Edition of TAKING SIDES: CLASHING VIEWS IN MANAGEMENT presents current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with an issue summary, an issue introduction, and a postscript. An instructor's manual with testing material is available for each volume. USING TAKING SIDES IN THE CLASSROOM is also an excellent instructor resource with practical suggestions on incorporating this effective approach in the classroom. Each TAKING SIDES reader features an annotated listing of selected World Wide Web sites and is supported by our student website, www.mhcls.com/online.

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ISSUE 4. Should Insider Trading Be Legalized?
PART 2. Organizational Behavior and Human Resource Management
New! ISSUE 5. Has Affirmative Action Outlived its Usefulness in the Workplace?
New! ISSUE 6. Is Workplace Drug Testing a Wise Corporate Policy?
New! ISSUE 7. Is Diversity in the Workplace a Worthwhile Goal for Corporations?
ISSUE 8. Is Gender Discrimination the Main Reason Women Are Paid Less Than Men?
New! ISSUE 9. Would Reforming Social Security be Good for American Business?
PART 3. Strategic Management
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New! ISSUE 14. Must Firms Constantly Grow to be Considered Successful?
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ISSUE 17. Is Economic Globalization Good for Mankind?
ISSUE 18. Are Global Sweatshops Exploitative?

Supervision

NEW

International Edition



SUPERVISION
Concepts and Skill-Building
6th Edition

By Samuel Certo, Rollins College-Winter Park

2008 (January 2007) / 608 pages
ISBN-13: 978-0-07-340500-1 / MHID: 0-07-340500-0
ISBN-13: 978-0-07-128673-2 / MHID: 0-07-128673-X [IE]

http://www.mhhe.com/certo6e

Certo's Supervision: Concepts and Skill Building 6th Edition, prepares students to be supervisors in a challenging modern workplace. It is based on the premise that organizational variables including diversity in the workforce, computer and communication technology, and the design of organization structures are constantly changing. Overall, this text focuses on discussing important supervision concepts and providing fundamental skills necessary for applying these concepts. Students will learn the critical role of a supervisor in an organization and the abilities needed to be successful.

NEW TO THIS EDITION

- New You Solve the Problem activity that asks students to respond to questions by applying the chapter's concepts to the chapter opening A Supervisor's Problem scenario.
- New How Supervisors Solved the Problem anecdotes that provide real-life resolution to the issue presented in the chapter opening A Supervisor's Problem scenario. Intended for instructor use, these are located on the OLC as Appendix D.
- 10 New OLC videos, relevant to each part of the text, are available to instructors to facilitate the student learning experience. Teaching notes for the videos are also included on the OLC.
- Manager's Hot Seat online access, now available via Video and Group Resource Manual website with teaching notes and new experiential exercises.
- New coverage added to managing diversity, specifically, the growing number of female leaders in business; the increase of disabled workers in the workforce; and improvements made to communication technology.
- New coverage on creative motivation techniques for employee retention, with an emphasis on high standards.
- More coverage on the ways in which constructive criticism and creative solutions can positively affect problematic employees.
- Additional focus on hiring practices and skills for interviewing job candidates.
- Additional focus on the effectiveness of personal development plans; how different companies use appraisal data; and the relationship between appraisal feedback and performance.

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3: Teamwork: Emphasizing Powerful Meetings
4: Meeting High Ethical Standards
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9: Problem Solving, Decision Making, and Creativity
PART FOUR: Skills of the Supervisor
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12: Problem Employees: Counseling and Discipline
13: Managing Time and Stress
14: Managing Conflict and Change
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PART FIVE: Supervision and Human Resources
15: Selecting Employees
16: Providing Orientation and Training
17: Appraising Performance
18: Supervision Laws: Health and Safety, Labor Relations, Fair Employment
Appendix B: The Supervisor's Career Path: Finding a Career Path that Fits

SUPERVISION: MANAGING FOR RESULTS 9th Edition

By John Newstrom, University of Minnesota—Duluth and Lester R Brittel
2007 (January 2006) / 576 pages
ISBN-13: 978-0-07-354508-0 / MHID: 0-07-354508-2
McGraw-Hill/Glencoe Publication

http://www.mhhe.com/newstrom9e

This text offers a comprehensive presentation of the vital aspects of supervision with a focus on practical advice about how to handle real-life, on-the-job situations. In this revision, the author has recognized the ever-changing social and work environment and has updated the text with current trends and situations and the latest professional concepts of supervisory practice. The text is arranged with an emphasis on inquiry learning, which presents the key concepts in a clear and concise manner. A wide variety of exercises, applications, and margin notes help to further the learning process.

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Chapter 1: The Supervisor's Role in Management.
Chapter 2: Creating a Positive Workplace Within a Dynamic Environment.
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Part Three: Organizing, Staffing and Training.
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Chapter 6: Staffing with Human Resources.
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Chapter 8: Leadership Skills, Styles, and Qualities.
Chapter 9: Understanding and Motivating People at Work.
Chapter 10: Effective Employee Communication.
Part Five: Working with Individuals and Teams.
Chapter 11: Appraisal of Employee Performance.
Chapter 12: Counseling and Performance Management.
Chapter 13: Building Cooperative Teams and Resolving Conflict. **Part Six: Controlling and Improving Results.**
Chapter 14: Control: Keeping People, Plans, Programs, and Costs on Track.
Chapter 15: Stimulating Productivity and Quality.
Part Seven: Contemporary Concerns of Supervision.
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Chapter 17: Employee Safety and Health, and Labor Relations.
Chapter 18: Achieving Personal Supervisory Success.
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Glossary of Terms

International Edition

SUPERVISION
Key Link to Productivity, 9th Edition

By Leslie W. Rue, Georgia State University and Lloyd L. Byars, Georgia Institute of Technology
2007 (January 2006) / 480 pages
ISBN-13: 978-0-07-305439-1 / MHID: 0-07-305439-9
ISBN-13: 978-0-07-110736-5 / MHID: 0-07-110736-3 [IE]

http://www.mhhe.com/rue9e

SUPERVISION: Key Link to Productivity by Rue and Byers is a solid text written for student appeal in terms of its approach and readability. The Ninth Edition retains its accessible writing style. The active learning approach emphasizes productivity by featuring an applications section at the end of every chapter. The content comes alive for students as they are encouraged to apply key concepts.

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Ch. 19: Improving Productivity
Ch. 20: Safety and Accident Prevention

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Organizational Behavior - Textbooks

NEW

International Edition

ORGANIZATIONS
Behavior, Structure, Processes, 13th Edition

By James L Gibson, University of Kentucky-Med/Lexington

2009 (January 2008) / 512 pages

ISBN-13: 978-0-07-338130-5 / MHID: 0-07-338130-6

ISBN-13: 978-0-07-126352-8 / MHID: 0-07-126352-7 [IE]

(Details unavailable at press time)

NEW

ORGANIZATIONAL BEHAVIOR: ESSENTIALS
2nd Edition

By Steven McShane, University of Western Australia and Mary Ann Von Glinow, Florida International University-Miami

2009 (March 2008) / 480 pages

ISBN-13: 978-0-07-338122-0 / MHID: 0-07-338122-5

(Details unavailable at press time)

NEW

International Edition

BEHAVIOR IN ORGANIZATIONS
9th Edition

By Abraham B Shani and James Lau of California Polytechnic State University

2009 (June 2008) / 512 pages

ISBN-13: 978-0-07-340493-6 / MHID: 0-07-340493-4

ISBN-13: 978-0-07-125943-9 / MHID: 0-07-125943-0 [IE]

(Details unavailable at press time)

NEW

International Edition



ORGANIZATIONAL BEHAVIOR AND MANAGEMENT
8th Edition

By John Ivancevich, University of Houston, Robert Konopaske, Florida Atlantic University-Boca Raton and Michael Matteson, University of Houston

2008 (February 2007) / 544 pages

ISBN-13: 978-0-07-340508-7 / MHID: 0-07-340508-6

ISBN-13: 978-0-07-128580-3 / MHID: 0-07-128580-6 [IE]

The author team (Ivancevich/Konopaske/Matteson) has examined, listened, and responded to reviewers', instructors', and students' suggestions on how to continue to make Organizational Behavior and Management, 8e a more user-friendly and application rich introductory OB textbook. To accomplish this, OBM 8e achieves the difficult goal of preserving its key strengths (i.e., thorough, current, good balance of research and practice) while streamlining its content by removing over 100 pages of readings that are now available on the Web. This reduction in page length makes the book more affordable, teachable, and efficient for students. "Preserving scholarship while streamlining" captures the spirit of what I/K/M used as the guiding principle while writing OBM 8e.

NEW TO THIS EDITION

❖ Pre- and Post-Chapter Self Assessments: 34 author written assessments (17 pre- and 17 post-chapter assessments help students understand content and develop a sound knowledge core is a natural outcome of this new pedagogical tool added to each of the 17 chapters. These assessments provide timely and meaningful feedback to help students gauge their progress, as well as an assurance of learning measure.

❖ Answers for "You Be the Judge" decision boxes: Some instructors wanted to get the author's thoughts and opinions regarding these relevant and thought-provoking managerial issues. New in OBM 8e, we provide the author's "take" on these questions. These answers are provided in the Instructor's Manual.

❖ Thorough and up-to-date Chapters on "Managing Misbehavior" (e.g., White collar crime) and "Managing Individual Stress."

❖ Five Interconnecting and Relevant Themes: To help students come away from their reading with a sense of the "big picture", the author team carefully and consistently integrates these themes throughout the entire 17 chapters:

- Managing OB globally
- Managing ethics and social responsibility
- Balancing work/life responsibilities
- Managing technology and information
- Using best in class/benchmarking for competitive advantage

❖ Hundreds of Elements, Cases , Exercises & Real World Business Examples (over 30% NEW) : The authors believe that students learn better when they are actively engaged in and thinking critically about the material and ideas in the textbook. This is achieved by providing a variety of value-add learning tools and student involvement activities spread across the 17 chapters:

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- Global O.B.– A learning tool included in OBM 8e, these apply organizational behavior concepts to cross-cultural management situations in Europe, Asia, Latin America, Africa, North America, and other locations. This edition has a new Global Organizational Behavior box that discusses whether Google's censorship of its search engine in China is good or evil.

- Encounters- Covers presentations on ethics, global management, managing technology and information, balancing work, life, and family issues, and best in class applications. For example, there is a new Organizational Encounter that describes flextime and work-life balance programs at companies like PricewaterhouseCoopers, J.C. Penney's and Motorola.

- You Be The Judge– Provides short scenarios asking students to address a crucial event, situation, incident, or question. One such new You Be the Judge comments addressing how job applicants can negotiate high starting salaries, whether ethics can and should be taught in business schools, and how companies like Novo Nordisk attempt to balance social and environmental responsibility with economic success.

- Management Pointers- Summarizes key "how to" guidelines to help students apply text material to real world situations.

- Cases- Encourage students to closely examine and analyze a situation being faced by an organization, manager, and/or team. New cases explore important OB/managerial topics such as how forced ranking performance evaluation affects employee motivation and how interpersonal conflict at Wall Street firms like Morgan Stanley affects firm success.

- Internet, Self-Assessment, & Group Exercises- Require students to get involved and think critically about finding solutions to problems on the Web, learning more about their style, perceptions, knowledge, values, and becoming a more effective group member.

- New Reality Check self-assessments focusing on relevant topics like 360-degree feedback, psychological contracts, intergroup conflict, competitive intelligence, and spamming.

- And, hundreds of current and new in text Real World Business Examples illustrating how organizational behavior is a critical aspect of managing for small, medium, and large organizations in different industries and countries.

❖ Current and Relevant Research Topics: In order to keep students informed and up-to-date, the following current OB research topics are included in OBM 8e: open book management, information management, and learning theory (Ch. 1); culture and values, socialization, and mentoring (Ch. 2); male vs. female managerial effectiveness, Big 5 personality model, and individual creativity (Ch. 3); social perception, managing emotions, and self-fulfilling prophecy (Ch. 4); group diversity and motivation, organizational citizenship behaviors, and violation of psychological contracts (Ch. 5); virtual expatriate assignments, ethical job design, and flextime and alternative work arrangements (Ch. 6); cultural differences in performance evaluations, 360 degree feedback, and employee stock ownership plans (Ch. 7); governance, theft, fraud, violence, dishonesty, and sabotage (Ch. 8); coping, hardiness, interventions, and wellness (Ch. 9); effective group leadership, altering group cohesion, and global and virtual teams (Ch. 10); perceptual bases for conflict, cross-cultural differences in conflict resolution and negotiation (Ch. 11); creating an empowering environment and impression management (Ch. 12); communication in a high-tech world, listening skills, and competitive intelligence (Ch. 13); creativity in group decision making (Ch. 14); charisma, quiet leadership, good to great leaders, and leader development (Ch. 15); effective organizational structures for the 21st century and effects of downsizings on managers and surviving employees (Ch. 16); crisis management, readiness for change, and diffusion of change (Ch. 17).

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NEW



ORGANIZATIONAL BEHAVIOR
Core Concepts

By Angelo Kinicki, Arizona State University--Tempe

2008 (July 2007) / 384 pages
ISBN-13: 978-0-07-353029-1 / MHID: 0-07-353029-8

http://www.mhhe.com/kinickicore1e

Organizational Behavior: Core Concepts was written with the goal of creating a short, up-to-date, practical, user-friendly, interesting, and engaging introduction to the field of organizational behavior. Angelo Kinicki accomplished this goal by selecting content on the basis of his experience in teaching and writing OB textbooks and the desire to provide a brief book on organizational behavior. The 14 chapters present concise coverage of key concepts needed to help students gain an understanding about individual, group, and organizational behavior. The focus is more on content than pedagogy in order to allow instructors the flexibility to incorporate their own case selections and supplementary materials into their courses. Another key feature of Organizational Behavior: Core Concepts is a boxed feature that provides information about ancillary materials that can be used to enhance student learning and to facilitate a more interactive learning environment. This box identifies when students can test their mastery of the content or enhance their understanding by taking one of 38 Test Your Knowledge Quizzes or 20 self-assessment surveys. The box also calls out when instructors might use 23 group exercises and 15 Manager's Hot Seat video segments to supplement their lectures and facilitate student involvement and interactions. Finally, Organizational Behavior: Core Concepts contains coverage of cutting edge topics and timely examples.

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FEATURES

❖ 14 Brief Chapters include coverage of key concepts needed to help students gain an understanding about the individual, group, and organizational behavior.

❖ Cutting edge topics include human and social capital, positive organizational behavior, managing diversity, proactive personality, emotions, emotional intelligence, organizational justice, virtual teams, knowledge management, cross-cultural conflict, workplace incivility, impression management, full-range model of leadership, shared leadership, Level 5 leadership, and learning organizations just to name a few.

❖ Master Your Knowledge Boxes provide information about ancillary materials that can be used to enhance student learning and facilitate a more interactive learning environment. This box identifies when students can test their mastery of the content or enhance their understanding by taking one of 38 Test Your Knowledge Quizzes or 20 self-assessment surveys. The box also calls out when instructors might use 23 group exercises and 15 Manager's Hot Seat video segments to supplement their lectures and facilitate student involvement and interactions.

❖ A complete instructor's supplement package includes an Instructor's Manual, Test Bank, Computerized Test Bank, PowerPoint slides and a book website. The Test Bank is tagged to provide you with the ability to sort test questions by the various AACSB standards to provide "assurance" that you are including the recommended "learning experiences" in your curriculum.

❖ Enhanced cartridge material featuring chapter pre and post tests with results that automatically populate into a grade book, narrated PowerPoint slides, and select videos.

❖ Self-Assessment Package located on the book's website allows students to diagnose their attitudes, personality, values, and beliefs on a variety of organizational behavior concepts. Included are 38 Test Your Knowledge Quizzes, 20 self-assessment exercises, 23 group exercises, and 15 Manager's Hot Seat Video segments to supplement your lectures or facilitate student involvement and interactions. In conjunction with the exercises you have access to our Group & Video Resource Manual containing instructor notes and PowerPoint slides for each exercise ISBN: 0073044342.

❖ The Manager's Hot Seat Videos Online www.mhhe.com/MHS--In today's workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager's Hot Seat videos allow students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager's mistakes and successes, and then do a report critiquing the manager's approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience.

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Ch 9 Communication: How to Get Messages Across—Online and Off
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Ch 11 Leadership: What Makes and Effective Leader
Part Four Meeting Organizational Challenges
Ch 12 Organizational Culture: How Organizations Create and Transmit a Culture
Ch 13 Organizational Design: How a Structure Connects Employees and Tasks
Ch 14 Change and Learning Organizations: How to Thrive in a Turbulent World

NEW

International Edition



ORGANIZATIONAL BEHAVIOR Key Concepts, Skills and Best Practices, 3rd Edition

By Angelo Kinicki and Robert Kreitner of Arizona State University-Tempe

2008 (December 2006) / 512 pages
ISBN-13: 978-0-07-340496-7 / MHID: 0-07-340496-9
ISBN-13: 978-0-07-128577-3 / MHID: 0-07-128577-6 [IE]

http://www.mhhe.com/kinicki3e

In addition to facilitating active learning, Organizational Behavior: Key Concepts, Skills & Best Practices meets the needs of those instructors looking for a brief, paperback text for their OB course, who do not want to sacrifice content or pedagogy. This book provides lean and efficient coverage of topics such as diversity in organizations, ethics, and globalization, which are recommended by the Association to Advance Collegiate Schools of Business (AACSB) and the Association of Collegiate Business Schools and Programs (ACBSP). Timely chapter-opening vignettes, interactive exercises integrated into each chapter, four-color presentation, lively writing style, captioned color photos, cartoons, and real-world in-text examples make Organizational Behavior: Key Concepts, Skills & Best Practices the right choice for today's business/management student. The topical flow of this 16-chapter text goes from micro (individuals) to macro (groups, teams, and organizations). Mixing and matching chapters and topics within chapters in various combinations is possible and encouraged to create optimum teaching/learning experiences.

NEW TO THIS EDITION

❖ New topics include onboarding, analytics, Blogs, cultural intelligence, Covey's 8th habit, cybercrime, goal orientations, creativity and innovation, Cialdini's principles for influencing and persuading others, withdrawal cognitions, and team building just to name a few.

❖ The order of Chapters 9 and 10 has been switched based on user reviewer feedback. The chapter on groups and teams now precedes the chapter on decision making to provide a better context and smoother flow.

❖ 494 chapter endnotes dated 2006 indicates a thorough updating of this new edition!

❖ New self-assessment exercise icons and Test Your Knowledge quiz icons have been added throughout the chapters in the margins of the text. These icons highlight the corresponding self-assessment exercise and Test Your Knowledge quiz that is appropriate for the chapter topic. Students can take the exercises online at www.mhhe.com/kinickiob3e

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❖ New OLC icons for Group Exercises and the Manager's Hotseat Videos tie directly to the Group and Video Resource Manual.

❖ New improved PowerPoint slides with more detailed instructor teaching notes are designed to 1) be meaningful lessons for students that encourage active thinking and participation and 2) allow the instructor to have at their fingertips the information they want to convey for each slide. The PowerPoint not only includes overviews, key concepts, and materials from the text, but also provides supplemental examples, charts, and data from outside sources to enhance lecture presentations. eInstruction discussion questions (CPS) are also included in the PowerPoint slides which can be used with or without the "clickers." The PowerPoints also contain a slide that explains the video for the corresponding book chapter and links to additional information online.

❖ New chapter-opening vignettes (16 total) provide a real-world context for the topics at hand and timely and relevant applications of the theory presented in each chapter. Interpretations for each case may be found at the text website.

❖ New Skills & Best Practices boxes (28 total) provide instructive and interesting practical applications of key concepts. Designed to sharpen skills, they either recommend how to apply a concept, theory, or model or give a real-life application of what is being discussed. Students will benefit from hands-on experience and direct skill-building opportunities.

❖ The interactive exercises previously found on the Student CD-ROM have been moved online to www.mhhe.com/kinickiob3e

❖ The WebCT/Blackboard/eCollege enhanced cartridge content contains over three dozen self-assessment exercises, interactive exercises, chapter quizzes, and video material can be found. These interactivities help the students' connection to the field of organizational behavior be more personal and immediate through interesting self-assessments that cover such areas as leadership, listening skills, and they type of company in which they would prefer to work.

❖ The Team Learning Assistant (TLA) Version 2 is designed to maximize the students' team learning experience, and to save professors and students alike valuable time. TLA is an optional resource to help instructors facilitate the team process in a completely online paperless environment. Instructors can regularly and efficiently monitor team progress and have greater ability to grade individual performance on any given team.

❖ The Manager's Hot Seat Videos Online www.mhhe.com/MHS. In today's workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager's Hot Seat videos allow students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager's mistakes and successes, and then do a report critiquing the manager's approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience. The Manager's Hot Seat videos are just an additional $10 when packaged with this text.

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NEW



ORGANIZATIONAL BEHAVIOR
8th Edition

By Robert Kreitner and Angelo Kinicki of Arizona State University-Tempe

2008 (October 2007) / 800 pages
ISBN-13: 978-0-07-338125-1 / MHID: 0-07-338125-X

http://www.mhhe.com/kreitner8e

Organizational Behavior, Eighth Edition, continues in its tradition of being an up-to-date, relevant and user-driven textbook. Kreitner and Kinicki's approach to organizational behavior is based on the authors' belief that reading a comprehensive textbook is hard work, but that the process should be interesting and sometimes fun. Thus, they consistently attempt to find a way to make complex ideas understandable through clear and concise explanations, contemporary examples, a visually appealing photo/art program, and/or learning exercises. With every edition, the authors make every effort to respond to user feedback and ensure the text covers the very latest OB research and practices. The cover again depicts the well-known Wolf brand, but this time with a black and white illustration of two wolves. This remains a central theme because Kreitner and Kinicki see wolves as an instructive and inspiring metaphor for modern Organizational Behavior. Wolves are dedicated team players, great communicators, and adaptable. These are key success attributes in today's workplace.

NEW TO THIS EDITION

❖ New! Latest research and practices including 799 source material references dated 2006 and 552 dated 2007. Kreitner and Kinicki take pride in keeping the text relevant and up-to-date by including the very latest research and topics along with application. New topics in the Eighth Edition include: Ch. 1: corporate social responsibility; Carroll's Global Corporate Social Responsibility Pyramid; whistleblowing; Ch 2: updated data on workforce demographic statistics; Ch. 4: ethnocentrism and Muslim-Americans; Ch. 5: resiliency (relative to a proactive personality); impostor syndrome (relative to an external locus of control); Ch. 9: line of sight (relative to strategic goals); Ch. 10: Sarbanes-Oxley Act of 2002; Ch. 11: team building critique; Ch. 13: day of contemplation (for dealing with problem employees); and Ch. 15: how new college graduates can make a good impression.

❖ Expanded Coverage of Ethics: Ethics is covered early and completely in Chapter 1 to set a proper moral tone for managing people at work. Ethical issues are raised throughout the text, with additional significant coverage of the Ethical Decision Making Tree in Chapter 12. In addition, seventeen of the Real World/Real People boxed

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inserts have an ethics theme, with specific attention called out by an ethics icon. 11 New Ethical Dilemmas at the end of each chapter give students the opportunity to wrestle with today's tough ethical issues. They raise hard-hitting ethical issues and ask tough questions, virtually guaranteeing a lively discussion/debate for cooperative learning. Among the eleven new Ethical Dilemmas are tough questions about sweatshops, body art, brain scans, incentive programs, having a business meeting in a strip club, guns in the workplace, feuding executives, telling lies, and Yahoo helping China suppress political dissent.

❖ New Enhanced Cartridge Content for Kreitner/Kinicki includes chapter pre/post tests with results that auto populate your grade book, narrated chapter summaries, narrated PowerPoint slides, select videos, and key terms all available for students to download to their iPod's and study on the go. In addition the Manager's Hot Seat Videos will be included in the enhanced cartridge along with 20 self-assessment exercises, interactive exercises, chapter quizzes, and video material. These interactivities help the students' connection to the field of organizational behavior be more personal and immediate through interesting self-assessments that cover such areas as leadership, listening skills, and they type of company in which they would prefer to work.

❖ 17 out of the 18 chapter opening vignettes are new! 13 out of the 18 OB in Action Cases are new! The authors' continuing commitment to a timely and relevant textbook is evidenced by the number of new chapter-opening vignettes and chapter-closing cases. This helps you avoid the problem of using older examples that students would know are dated. The vignettes and cases highlight male and female role models, public and private organizations, and US and foreign companies such as Patagonia, McDonald's, Safeway, Starbuck's, Google, Chanel, PricewaterhouseCoopers, JP Morgan Chase, Nucor, Ford, Home Depot, Microsoft, Disney, Avon, Wal-Mart, ExxonMobil, and Best Buy.

❖ New PowerPoint slides! The PowerPoint not only includes overviews, key concepts, and materials from the text, but also provides additional examples, charts, and data from outside sources to enhance your lecture presentations. More detailed instructor teaching notes are also included for each PowerPoint slide. eInstruction discussion questions (CPS) are also included in the PowerPoint slides which can be used with or without the remote control "clickers."

❖ New! An updated Test Bank has been improved to include the Answer, Level of Difficulty, Learning Objective, AACSB Knowledge Category, and Bloom's Taxonomy Question Type. Bloom's categories include; Knowledge, Understanding, Application, Analysis, Synthesis, and Evaluation.

❖ End-of-chapter material has been moved online to the book's website: The popular Personal Awareness and Growth Exercises and Group Exercises, along with Group Discussion Questions which were printed in the previous edition's end of chapter material can now be found on the book's website. In addition the OB Exercises and Video Cases can be found online as well. Having these exercises online enables you to assign only those exercises that apply for your classroom needs, and provide more freedom to choose only those exercises that apply.

❖ New Video Cases: One video is provided for each of the 18 chapters, and each has a corresponding written Video Case on the book's website. 75% of the videos are brand new to this edition of the textbook! Each case provides a written overview of the video content as well as additional background information and discussion questions that encourage students to critically examine and apply chapter concepts to analyzing the cases. Video topics and companies feature timely and interesting people and companies (e.g., Ch. 3 Johnson & Johnson Credo, Ch. 4 Disney Imagineering).

❖ New Real World/Real People Boxes: The eighth edition contains 64 Real World/Real People boxed inserts strategically located throughout the text. These up-to-date boxes mostly drawn from 2006 or 2007 sources are provocative, and definitely interesting. The examples are kept short to engage the reader and demonstrate the relevance of OB concepts without interrupting the flow of the text. They show real people at their best and sometimes at their worst. New to this edition is a learning aid in the form of a thought-provoking question at the end of each Real World/Real People boxed insert. These questions generally ask students to apply the example to related chapter content. Fourteen of the Real World/Real People boxes have a diversity theme; seventeen have an ethics theme; and twelve have a global theme. Among the well-known organizations in the Real World/Real People features are Microsoft, Bank of America, Hewlett-Packard, Xerox, McDonald's, PricewaterhouseCoopers, Cisco Systems, Goldman Sachs, eBay, Starbucks, Dell, and Wells Fargo.

❖ Hundreds of real-world examples involving large and small, public and private organizations have been incorporated into the textual material to make this edition up-to-date, interesting, and relevant.

❖ NEW! Management in the Movies (ISBN: 0073317713) McGraw-Hill is now offering a "Management in the Movies" DVD loaded with scenes from major Hollywood movies and TV Shows! For example, the clip from Hoosiers has great application to leadership, individual differences (self-efficacy and self esteem), and group dynamics. Each movie has been clipped to highlight a specific scene (each is less than two and a half minutes) and linked to specific topics including groups, ethics, diversity, global management, and more! Along with the DVD, McGraw-Hill provides an instructor's manual with suggestions for usage of the clip, clip summaries, and discussion questions to accompany each segment.

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Part 4 Organizational Processes
Chp 14 Communication in the Internet Age
Chp 15 Influence Tactics, Empowerment, and Politics
Chp 16 Leadership
Chp 17 Creating Effective Organizations
Chp 18 Managing Change and Stress

Complimentary desk copies are available for course adoption only. Kindly contact your local McGraw-Hill Representative or fax the Examination Copy Request Form available on the back pages of this catalog.

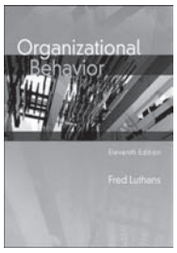
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NEW

International Edition



ORGANIZATIONAL BEHAVIOR 11th Edition

By Fred Luthans, University of Nebraska-Lincoln

2008 (October 2006) / 576 pages
ISBN-13: 978-0-07-340495-0 / MHID: 0-07-340495-0
ISBN-13: 978-0-07-125930-9 / MHID: 0-07-125930-9 [IE]

http://www.mhhe.com/luthans11e

Organizational Behavior by Fred Luthans was the first mainstream organizational behavior text on the market and continues the tradition of being the most current and up-to-date researched text today. Well known author Fred Luthans is the 5th highest Publisher in Academy of Management Journals, is a senior research scientist with the Gallup Organization, and continues to do research in the organizational behavior area. Organizational Behavior 11th Edition is ideal for instructors who take a research-based and conceptual approach to their OB course.

NEW TO THIS EDITION

❖ New paperback format! Luthans is now available as a paperback format based on reviewer feedback.

❖ This new 11th Edition has changed from 18 to 14 chapters while maintaining comprehensive coverage of important topics and its theoretical framework. Chapter 10, Communication, has been eliminated along with Chapter 11, Decision Making, based on these topics being covered in other courses.

❖ Previous Chapters 2 and 3 have been combined into one environmental context chapter, Chapter 2, Environmental Context: Information Technology, Globalization, Diversity, and Ethics.

❖ Perception and Attribution has been incorporated into Chapter 6 Motivational Needs and Processes. The section on Attribution Theory remains along with new findings on status as a motivator, and Agency theory to explain today's ethical problems.

❖ New "OB in Action" boxes including Forget Going with Your Gut, The Struggle to Measure Performance, High Tech Leader, Making It Work By Not Doing It All, and Executive Intelligence to name just a few.

❖ New "Real Cases" at the end of each chapter draw from recent events to enhance the relevancy and application of the theories and research results. Examples include Web-Based Organizations (Ch. 4), How Much Are Execs Really Paid? (Ch. 5)

❖ New Application Example boxes include Multitasking Their Brains Out (Ch.1) and China, Long Hours for Workers (Ch. 15). These boxes reinforce the applications orientation of the textbook.

❖ Luthans continues to have the most up-to-date research base with over 200 new references in this edition!

FEATURES

❖ Luthans has an integrating theoretical framework. Social cognitive theory explains organizational behavior in terms of both environmental, contextual events, and internal cognitive factors, as well as the dynamics and outcomes of the organizational behavior itself.

❖ Luthans uses Meta-Analysis at the end of each chapter to highlight important research. Meta-analysis is a method of selecting, gathering and processing research and compiling it through various related but separate studies. This method places special emphasis on research in his text, and makes it more valuable to students because of its broad base.

❖ Consulting Best Practices from the Gallup Organization open each part of the textbook. Gallup is a consulting firm that handles, among others, 25 of the top 50 Fortune Companies, including IBM and Disney. This well respected company looks at areas such as retention and workplace development. Fred Luthans also is a senior research scientist for the Gallup Organization.

❖ Luthans features "Positive Organizational Behavior" (POB) pioneered by the author's ground-breaking theory, research, and applications.

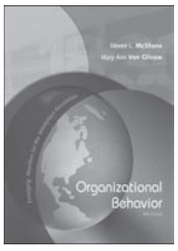
❖ Experiential exercises at the end of each part get students involved in solving organizational behavior issues.

❖ Comprehensive coverage of current topics makes this one of the most up to date textbooks available.

❖ Internet exercises at the end of each chapter allow students to apply what they've learned using technology.

NEW

International Edition



ORGANIZATIONAL BEHAVIOR 4th Edition

By Steven McShane, University of Western Australia and Mary Ann Von Gitlow, Florida Int'l University-Miami

2008 (October 2006)
ISBN-13: 978-0-07-304977-9 / MHID: 0-07-304977-8
ISBN-13: 978-0-07-110104-2 / MHID: 0-07-110104-7 [IE]

http://www.mhhe.com/mcshane4e

In their new Fourth Edition, McShane and Von Glinow continue the trailblazing innovations that made previous editions of Organizational Behavior recognized and adopted by the new generation of organizational behavior (OB) instructors. Acclaimed for its readability and presentation of current knowledge, this textbook's philosophy is that OB knowledge is for everyone, not just traditional managers. The new reality is that everyone- sales representatives, production employees, physicians –needs OB knowledge to successfully work in and around organizations. Organizational Behavior is unparalleled in its ability to engage students by bringing cutting edge OB concepts closer to reality through the 'theory-practice link' approach. McShane and Von Glinow help readers connect OB theories to emerging workplace realities through hundreds of fascinating real-life stories from across the United States and around the world. McShane/Von Glinow's Organizational Behavior 4th Edition also continues to be the source of the hottest topics, such as: employee engagement, resilience, four-drive theory, blogs and wikis, psychological harassment, learning orientation, Schwartz's values model, separating socioemotional from constructive conflict, and much, much, more.

NEW TO THIS EDITION

❖ New cutting edge topics such as employee engagement, resilience, four-drive theory, blogs and wikis, psychological harassment, learning orientation, Schwartz's values model, separating socioemotional from constructive conflict, and much, much, more. McShane/Von

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Glinow was the first OB textbook to include the workplace emotions, appreciative inquiry, social identity theory, future search events, virtual teams, workaholism, and emotional intelligence.

❖ Over 85 superior self-assessments--more than any other OB text! New self-assessments on guanxi orientation, propensity to trust, stress coping preferences, Connor-Davidson resilience scale, and need for personal structure – bringing the total to 36 self-assessments, plus 50 additional self-assessments online.

❖ New cases from instructors throughout the world, such as From Lippert-Johanson Incorporated to Fenway Waste Management, How Did I Get Here?, Rhonda Clark: Taking Charge at the Smith Foundation, Work/Life Balance at Oxford Manufacturing, Cox-2 Inhibitor Drugs, FTCA– Regional and Headquarters Relations, and several others new to this 4th edition, as well as dozens more cases available online from regional and past editions.

❖ McShane/Von Glinow supports you in testing AACSB learning outcomes unlike any other OB text on the market. The Test Bank has been tagged for (1) textual feature (e.g. Opening Vignettes, Learning Objectives, Connections Boxes, Exhibits, etc.), (2) AACSB guidelines (Categories include Global, Ethics and Social Responsibility, Legal and other External Environment, Communication, Diversity, Group Dynamics, Individual Dynamics, Production, and IT), (3) Bloom's Taxonomy (Knowledge (Recall), Comprehension, Application, Analysis, Synthesis and Evaluation). These tags provide schools with a way to sort test questions by the various standards and create reports to provide "assurance" that they are including the recommended "learning experiences" in their curricula.

❖ New learning objectives have been developed and inserted at specific break points within each chapters to help guide students more precisely through the content.

❖ New opening vignettes, captioned photos, and other examples liberally inserted throughout the book to provide more engaging reading and strengthen the theory-practice link.

❖ The WebCT/Blackboard/eCollege cartridge content contains over three dozen self-assessment exercises, interactive exercises, chapter quizzes, and video material can be found. These interactivities help the students' connection to the field of organizational behavior be more personal and immediate through interesting self-assessments that cover such areas as leadership, listening skills, and they type of company in which they would prefer to work.

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❖ The Manager's Hot Seat Videos Online www.mhhe.com/MHS -In today's workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager's Hot Seat videos allow students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager's mistakes and successes, and then do a report critiquing the manager's approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience. The Manager's Hot Seat videos are just an additional $10 when packaged with this text.

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International Edition

ORGANIZATIONAL BEHAVIOR Essentials with Online Learning Access Card

By Steven McShane, University of Western Australia and Mary Ann Von Glinow, Florida International University-Miami

2007 (February 2006)
ISBN-13: 978-0-07-325562-0 / MHID: 0-07-325562-9
ISBN-13: 978-0-07-110851-5 / MHID: 0-07-110851-3
[IE with OLC]

http://www.mhhe.com/mcshaneESS

Organizational Behavior [essentials] offers the same quality of contemporary knowledge, excellent readability, and classroom support that has made the hardback book by the same author team one of the best-selling OB books around the world--but in a smaller package. It applies four fundamental principles: linking theory with reality, organizational behavior for everyone, contemporary theory foundation, and active learning support. McShane and Von Glinow have sliced out the extended or secondary topics so students can drill down to what is really essential. Although this book is less than two-thirds the length of their comprehensive hardback textbook, it doesn't skimp on classroom support. In this era of active learning, critical thinking, and outcomes-based teaching, these supplements are becoming more "essential" than ever.

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International Edition

ORGANIZATIONAL BEHAVIOR
Human Behavior at Work, 12th Edition

By John Newstrom, University of Minnesota--Duluth

2007 (May 2006) / 576 pages
ISBN-13: 978-0-07-287546-1 / MHID: 0-07-287546-1
ISBN-13: 978-0-07-125430-4 / /MHID: 0-07-125430-7 [IE]

http://www.mhhe.com/newstrom12e

Organizational Behavior: Human Behavior at Work, 12e is a solid research-based and referenced text is known for its very readable style and innovative pedagogy. While minimizing technical jargon, Newstrom and Davis carefully blend theory with practice so that its basic theories come to life in a realistic context. As in previous editions, this edition will be filled with practical, applied advice.

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Part Eight: Case Problems.
Glossary. Appendix A: Personal Development Plan. References. Name Index. Subject Index

International Edition

ORGANIZATIONS
12th Edition

By James Gibson, University of Kentucky - Med/Lexington, John Ivancevich, University of Houston, James Donnelly, University of Kentucky and Robert Konopaske, Florida Atlantic University

2006 / 624 pages
ISBN-13: 978-0-07-298717-1 / MHID: 0-07-298717-0
ISBN-13: 978-0-07-125538-7 / MHID: 0-07-125538-9 [IE]

http://www.mhhe.com/gibson12e

Managing people and their behavior in organizations is one of the most challenging tasks anyone could face. Gibson's Organizations: Behavior, Structure, Processes, Twelfth Edition, presents theories, research results, and applications that focus on managing organizational behavior in small, large, and global organizations. It is organized and presented in a sequence based on behavior, structure, and processes. Each part is presented as a self-contained unit and can therefore be presented in whatever sequence instructors prefer. Organizations is easily adaptable to individual preferences. This edition emphasizes that the most successful managers in the global economy will be those who can anticipate, adapt, and manage change.

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ORGANIZATIONAL BEHAVIOR ON THE PACIFIC RIM
2nd Edition

By Steven McShane, University of Western Australia and Tony Travaglione, Charles Sturt University

2006 (September 2006)
ISBN-13: 978-0-07-471658-8 / MHID: 0-07-471658-1
McGraw-Hill Australia Title

http://www.mhhe.com/au/mcshane2e

The 'fish book' has become a phenomenal success story. Primarily used as a 2nd year level text for students majoring in Management, the popularity and widespread use of the text has enabled us to gain further insight into developing this next edition to meet the needs of the market.

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UK Adaptation

ORGANIZATIONAL BEHAVIOUR
3rd Edition

By Buelens, Medstdash and Van Der Heijden of De Vlerick School of Management—University of Ghent

2005 (August 2005)

ISBN-13: 978-0-07-710723-9 / MHID: 0-07-710723-3

McGraw-Hill UK Title

www.mcgraw-hill/textbooks/buelens3e

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14. Elements of organization structure
15. Organizational structure and design
16. Organizational culture and international management
17. Organizational change and innovation
18. Sustainable and ethical organizations

New Online Learning Centre — Lecturer Area will contain: Instructor's Manual / Power Point Slides / Test Bank / Additional Cases / Additional Exercises
Student Area will contain: Self-test multiple choice questions / Test Bank / Chapter by Chapter Learning Objectives / Chapter by Chapter Web Links / Glossary

INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR
3rd Edition

By Dick and Ellis

2005 (November 2005) / 368 pages

ISBN-13: 978-0-07-710807-6 / MHID: 0-07-710807-8

McGraw-Hill UK Title

http://www.mcgraw-hill.co.uk/textbooks/dickandellis

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Chapter 1 ~ What is organisational behaviour all about?
Chapter 2 ~ Personality and intelligence
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Chapter 7 ~ Organisational analysis: structure, systems and culture
Chapter 8 ~ Organisation and environment
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Chapter 10 ~ Organisational and management development

International Edition

ORGANIZATIONAL BEHAVIOR
Human Behavior at Work, 10th Edition

By Fred Luthans, University of Nebraska-Lincoln

2005 / 704 pages

ISBN-13: 978-0-07-287387-0 / MHID: 0-07-287387-6
ISBN-13: 978-0-07-124881-5 / MHID: 0-07-124881-1 [IE]

http://www.mhhe.com/www.mhhe.com/luthans10e

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5. Organizational Context: Reward Systems
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7. Personality and Attitudes
8. Motivational Needs and Processes
9. Positive Organizational Behavior
PART III: DYNAMICS OF ORGANIZATIONAL BEHAVIOR
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13. Power and Politics
14. Groups and Teams
PART IV: MANAGING AND LEADING FOR HIGH PERFORMANCE
15. Managing Performance through Job Design and Goal Setting
16. Behavioral Performance Management
17. Effective Leadership Processes
18. Great Leaders: Styles, Activities, and Skills

International Edition

BEHAVIOR IN ORGANIZATIONS
8th Edition

By Abraham B Shani, and James Lau, California Polytechnic State University

2005 / 480 pages

ISBN-13: 978-0-07-248575-2 / MHID: 0-07-248575-2
ISBN-13: 978-0-07-123845-8 / MHID: 0-07-123845-X [IE]

http://www.mhhe.com/www.mhhe.com/shani8e

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6. Conflict Management and Negotiations
PART III: UNDERSTANDING AND MANAGING INDIVIDUALS
7. Appreciating Individual Differences

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8. Motivation
9. Perception and Attribution
10. Communication
11. Stress and the Management of Stress
PART IV: MANAGING ORGANIZATIONAL PROCESSES
12. Organization and Work Design
13. Creativity and Innovation
14. Organization Culture
15. Organizational Change, Development, and Learning
PART V: UNDERSTANDING AND MANAGING EMERGING COMPLEX PROCESSES (ADVANCED MODULES—ON THE WWW) 16. Career Planning and Development
17. Knowledge Management Processes
18. Technology and Computer-based Technology

International Edition

ORGANIZATION BEHAVIOR
Solutions for Management

By Paul Sweeney, University of Central Florida and Dean McFarlin, University of Dayton

2002 / 496 pages

ISBN-13: 978-0-07-365908-4 / MHID: 0-07-365908-8

(Out of Print)

ISBN-13: 978-0-07-112130-9 / MHID: 0-07-112130-7 [IE]

www.mhhe.com/sweeney

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Ch 3 Understanding Attitudes and Personality
Ch 4 Motivating Employees to do Their Best
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Ch 6 Designing Motivating Jobs and High Performance Teams
Ch 7 Leadership That Works
Ch 8 Power and Influence: Exercising Leadership & Practicing Politics
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Ch 11 Structuring Companies for Effective Competition
Ch 12 Corporate Culture: Analyzing and Shaping the Firm's Way of Life
Ch 13 Behavioral Challenges in International Management
Ch 14 Creating & Implementing Organizational Change

International Edition

EFFECTIVE BEHAVIOR IN ORGANIZATIONS
7th Edition

By Allan Cohen, Babson College, Herman Gadon, University of California-San Diego, Stephen Fink, University of New Hampshire and Robin Willits

2001 / 608 pages

ISBN-13: 978-0-07-288039-7 / MHID: 0-07-288039-2

(with PowerWeb, Mandatory Package) - Out of Print

ISBN-13: 978-0-07-121833-7 / MHID: 0-07-121833-5 [IE]

www.mhhe.com/cohenfink

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Chapter 9: Diagnosing the Two-Person Work Relationship
Chapter 10: Improving the Two-Person Work Relationship
Chapter 11: Leadership: Exerting Influence and Power
Chapter 12: Leadership: Managerial Functions and Styles
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Organizational Behavior - Supplements

International Edition

MANAGER'S HOT SEAT ONLINE ACCESS CARD
2nd Edition

By McGraw-Hill/Irwin

2007 (June 2006)

ISBN-13: 978-0-07-331212-5 / MHID: 0-07-331212-6

ISBN-13: 978-0-07-126190-6 / MHID: 0-07-126190-7 [IE]

In today's workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager's Hot Seat is a collection of interactive videos that allows students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager's mistakes and successes, and then do a report critiquing the manager's approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience.

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Case 1: Office Romance: Groping for Answers
Case 2: Ethics: Let's Make a Fourth Quarter Deal
Case 3: Negotiation: Thawing the Salary Freeze
Case 4: Privacy: Burned by the Firewall?
Case 5: Whistleblowing: Code Red or Red Ink?
Case 6: Change: More Pain than Gain?
Case 7: Partnership: The Unbalancing Act
Case 8: Cultural Differences: Let's Break a Deal
Case 9: Project Management: Steering the Committee
Case 10: Diversity: Mediating Morality
Case 11: Personal Disclosure: Confession Coincidence?
Case 12: Virtual Workplace: Out of Office Reply
Case 13: Listening Skills: Yeah, Whatever
Case 14: Diversity in Hiring: Candidate Conundrum
Case 15: Working in Teams: Cross-Functional Dysfunction

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ORGANIZATIONAL BEHAVIOR IN ASIA
Issues and Challenges

By Tan Joo Seng and Chi Ching of Nanyang Technological University

2004
ISBN-13: 978-0-07-124164-9 / MHID: 0-07-124164-7

An Asian Publication

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Chapter 1: Introduction to Globalization
Chapter 2: Globalization's Challenges
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Chapter 4: Emerging Employment Relationships
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Chapter 6: Leadership in the Asian Context
Chapter 7: Teams in Asian Organizations
Chapter 8: Creativity, Innovation & Entrepreneurship in Asia
Chapter 9: Case Studies and Business Perspectives by KW Ching
Chapter 10: Conclusion

International Organizational Behavior

International Edition

GLOBAL MANAGEMENT AND ORGANIZATIONAL BEHAVIOR

By Robert Konopaske, University of North Carolina-Wilmington and John M. Ivancevich, University of Houston—Houston

2004 / 456 pages
ISBN-13: 978-0-07-284306-4 / MHID: 0-07-284306-3
(Out of Print)
ISBN-13: 978-0-07-123251-7 / MHID: 0-07-123251-6 [IE]

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8. Groups and Teams
III. Managing Human Resources
9. Global Human Resource Management
10. Family and Career Considerations
IV. End of Book Resources
Glossary / Subject and Name Indices

Management & Organizational Behavior Combination

NEW

International Edition



ORGANIZATIONAL BEHAVIOR AND MANAGEMENT
8th Edition

By John Ivancevich, University of Houston, Robert Konopaske, Florida Atlantic University-Boca Raton and Michael Matteson, University of Houston

2008 (February 2007) / 544 pages
ISBN-13: 978-0-07-340508-7 / MHID: 0-07-340508-6
ISBN-13: 978-0-07-128580-3 / MHID: 0-07-128580-6 [IE]

The author team (Ivancevich/Konopaske/Matteson) has examined, listened, and responded to reviewers', instructors', and students' suggestions on how to continue to make Organizational Behavior and Management, 8e a more user-friendly and application rich introductory OB textbook. To accomplish this, OBM 8e achieves the difficult goal of preserving its key strengths (i.e., thorough, current, good balance of research and practice) while streamlining its content by removing over 100 pages of readings that are now available on the Web. This reduction in page length makes the book more affordable, teachable, and efficient for students. "Preserving scholarship while streamlining" captures the spirit of what I/K/M used as the guiding principle while writing OBM 8e.

NEW TO THIS EDITION

❖ Pre- and Post-Chapter Self Assessments: 34 author written assessments (17 pre- and 17 post-chapter assessments help students understand content and develop a sound knowledge core is a natural outcome of this new pedagogical tool added to each of the 17 chapters. These assessments provide timely and meaningful feedback to help students gauge their progress, as well as an assurance of learning measure.

❖ Answers for "You Be the Judge" decision boxes: Some instructors wanted to get the author's thoughts and opinions regarding these relevant and thought-provoking managerial issues. New in OBM 8e, we provide the author's "take" on these questions. These answers are provided in the Instructor's Manual.

❖ Thorough and up-to-date Chapters on "Managing Misbehavior" (e.g., White collar crime) and "Managing Individual Stress."

❖ Five Interconnecting and Relevant Themes: To help students come away from their reading with a sense of the "big picture", the author team carefully and consistently integrates these themes throughout the entire 17 chapters:

- Managing OB globally
- Managing ethics and social responsibility
- Balancing work/life responsibilities
- Managing technology and information
- Using best in class/benchmarking for competitive advantage

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❖ Hundreds of Elements, Cases , Exercises & Real World Business Examples (over 30% NEW) : The authors believe that students learn better when they are actively engaged in and thinking critically about the material and ideas in the textbook. This is achieved by providing a variety of value-add learning tools and student involvement activities spread across the 17 chapters:

- Global O.B.– A learning tool included in OBM 8e, these apply organizational behavior concepts to cross-cultural management situations in Europe, Asia, Latin America, Africa, North America, and other locations. This edition has a new Global Organizational Behavior box that discusses whether Google's censorship of its search engine in China is good or evil.

- Encounters- Covers presentations on ethics, global management, managing technology and information, balancing work, life, and family issues, and best in class applications. For example, there is a new Organizational Encounter that describes flextime and work-life balance programs at companies like PricewaterhouseCoopers, J.C. Penney's and Motorola.

- You Be The Judge– Provides short scenarios asking students to address a crucial event, situation, incident, or question. One such new You Be the Judge comments addressing how job applicants can negotiate high starting salaries, whether ethics can and should be taught in business schools, and how companies like Novo Nordisk attempt to balance social and environmental responsibility with economic success.

- Management Pointers- Summarizes key "how to" guidelines to help students apply text material to real world situations.

- Cases- Encourage students to closely examine and analyze a situation being faced by an organization, manager, and/or team. New cases explore important OB/managerial topics such as how forced ranking performance evaluation affects employee motivation and how interpersonal conflict at Wall Street firms like Morgan Stanley affects firm success.

- Internet, Self-Assessment, & Group Exercises- Require students to get involved and think critically about finding solutions to problems on the Web, learning more about their style, perceptions, knowledge, values, and becoming a more effective group member.

- New Reality Check self-assessments focusing on relevant topics like 360-degree feedback, psychological contracts, intergroup conflict, competitive intelligence, and spamming.

- And, hundreds of current and new in text Real World Business Examples illustrating how organizational behavior is a critical aspect of managing for small, medium, and large organizations in different industries and countries.

❖ Current and Relevant Research Topics: In order to keep students informed and up-to-date, the following current OB research topics are included in OBM 8e: open book management, information management, and learning theory (Ch. 1); culture and values, socialization, and mentoring (Ch. 2); male vs. female managerial effectiveness, Big 5 personality model, and individual creativity (Ch. 3); social perception, managing emotions, and self-fulfilling prophecy (Ch. 4); group diversity and motivation, organizational citizenship behaviors, and violation of psychological contracts (Ch. 5); virtual expatriate assignments, ethical job design, and flextime and alternative work arrangements (Ch. 6); cultural differences in performance evaluations, 360 degree feedback, and employee stock ownership plans (Ch. 7); governance, theft, fraud, violence, dishonesty, and sabotage (Ch. 8); coping, hardiness, interventions, and wellness (Ch. 9); effective group leadership, altering group cohesion, and global and virtual teams (Ch. 10); perceptual bases for conflict, cross-cultural differences in conflict resolution and negotiation (Ch. 11); creating an empowering environment and impression management (Ch. 12); communication in a high-tech world, listening skills, and competitive intelligence (Ch. 13); creativity in group decision making (Ch. 14); charisma, quiet leadership, good to great leaders, and leader development (Ch. 15); effective organizational structures for the 21st century and effects of downsizings on managers and surviving employees (Ch. 16); crisis management, readiness for change, and diffusion of change (Ch. 17).

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Subject Index

MANAGEMENT AND ORGANIZATIONAL BEHAVIOR
2nd Edition

By Wendy Bloisi, Curtis Cook and Phillip Hunsaker of University of San Diego

2006 (November 2006) / 816 pages
ISBN-13: 978-0-07-711107-6 / MHID: 0-07-711107-9
McGraw-Hill UK Title

This second European edition of Management and Organisational Behaviour builds on the success of the previous edition to offer a comprehensive discussion of behavioural skills and the workings of organisations. Updated to reflect current business practices, the text includes a new chapter on HRM within the organisation and expanded coverage of key topics such as globalisation. The author takes a functional approach, integrating theory and practice in a lively and engaging manner, to promote critical awareness and equip students to deal with real-world management situations.

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Chapter 5: Motivation principles at work
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Chapter 7: Self-management at work: managing careers and stress
Part 3: GROUPS AND TEAMS: MANAGING BEHAVIOUR BE-

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CONTEMPORARY MANAGEMENT

By Dianne Waddell, Deakin University, Jennifer Devine, Edith Cowen University, Gareth Jones, Texas A&M University and Jennifer George, Rice University

2006 (August 2006)
ISBN-13: 978-0-07-471482-9 / MHID: 0-07-471482-1
McGraw-Hill Australia Title
http://www.mhhe.com/au/mcshane

This is a new Australian adaptation of two popular US editions by Jones and George, Contemporary Management 3e and Essentials of Contemporary Management 1e. Waddell and Devine's Contemporary Management presents a fresh and humane view of the manager in the workplace. This non-prescriptive text explores the manager as a person, rather than an institution, with values and ethics. Its innovative approach to management raises issues that are relevant to the workplace today, such as focusing on diversity, cultural sensitivity and managing globally. This text recognises that human interaction and communication is the basis of effective management in business.

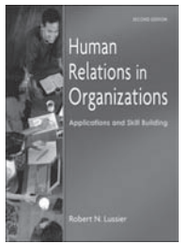
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11. Managing Information: Communication and Technology
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Human Relations

NEW

International Edition



HUMAN RELATIONS IN ORGANIZATIONS Applications and Skill Building, 7th Edition

By Robert Lussier, Springfield College

2008 (September 2006) / 704 pages
ISBN-13: 978-0-07-321055-1 / MHID: 0-07-321055-2
ISBN-13: 978-0-07-110103-5 / MHID: 0-07-110103-9 [IE]
http://www.mhhe.com/lussier7e

As the subtitle indicates, Lussier's Human Relations in Organizations: Applications and Skill Building employs an applications and skill building approach. It's the most "how to" work with people textbook. This style is perfect for professors that want to incorporate activities and exercises into the classroom, and benefits students who want to understand concepts as well as apply and develop skills that they can use in their daily and professional lives. The text has also been successfully used for online courses. The book and test bank provide a balanced, three-pronged approach: • A clear concise understanding of human relations/ organizational behavior concepts; • The application of HR/OB concepts for critical thinking in the business world; • The development of HR/OB skills.

NEW TO THIS EDITION

❖ Increased global coverage: all chapters now include a section discussing global issues as they pertain to the chapter content. This will better prepare students to work in the global economy.

❖ Fifteen new video cases: new Manager's Hot Seat Video Cases present stimulating, real-world management situations in the classroom. They focus on tough issues and sensitive topics that will help students understand, develop and apply the skills necessary in today's business world. The video cases are available on the Online Learning Center at www.mhhe.com/lussier7e.

❖ New cases: about half of the cases are new to this edition, while the others have been updated. This keeps the material relevant and fresh.

❖ New ethical dilemmas: each chapter has one ethical dilemma presenting a situation with questionable ethical behavior. Students are asked to assess the situation and ask themselves what they would do.

❖ Reorganized: although still based on the levels of organizational behavior and the competency model of managerial education, former Part V (Intrapersonal Skills: Personal Development) has been eliminated. Content in former Chapter 15 (Time and Career Management) has been moved to Chapter 4 to keep the intrapersonal skills together.

❖ Totally updated: every chapter has been updated to provide the most current research and examples possible. Chapter by chapter details on these improvements are in the preface and the instructor's manual.

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13. Teams and Creative Problem Solving and Decision Making
14. Organizational Change and Culture
15. Valuing Diversity Globally
Appendix A. Applying Human Relations Skills

HUMAN RELATIONS
3rd Edition

By Lowell Lamberton and Leslie Minor-Evans of Central Oregon Comm College

2007 (January 2006) / 672 pages
ISBN-13: 978-0-07-352231-9 / MHID: 0-07-352231-7
A Glencoe Publication

http://www.mhhe.com/lamberton3e

What strategies and techniques can we teach our students to encourage their growth in human relations success on and off the job? How can students tap into the power that comes from working well in one-on-one situations, in groups, and in organizations both big and small? Human Relations: Strategies for Success attempts to provide answers to these questions and guidance toward developing human relations skills that transfer from the classroom to the real world of work. The authors' commitment to the creation of a book that is at once interesting to read, motivating to study, and relevant to a wide variety of students has been the driving force behind the book. The text covers time-tested, research-based psychology and management principles, as well as newer theories and philosophies of human relations drawn from management theory, group theory, personality theory, and relationship theory. More than ever, effective human relations skills are crucial to business success as organizations grow and compete in a global business environment. Employees must have the knowledge and skill to adapt to a workplace where change is frequent and inevitable.

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Part Three: Building Your Human Relations Skills.
Chapter 11: Individual and Organizational Change.
Chapter 12: Creativity and Human Relations.
Chapter 13: Conflict Management.
Chapter 14: Stress and Stress Management.
Chapter 15: Winning and Keeping Your Customers.
Part Four: Thriving In a Changing World.
Chapter 16: Human Relations in a World of Diversity.
Chapter 17: Business Ethics and Social Responsibility.
Chapter 18: Maintaining Workplace Health.
Chapter 19: Human Relations and Your Future Success

Management Skills

NEW

International Edition

INTERPERSONAL SKILLS IN ORGANIZATIOINS
3rd Edition

By Suzanne De Janasz, University of Mary Washington, Karen O Dowd, James Madison University and Beth Schneider, George Mason University

2009 (January 2008) / 448 pages
ISBN-13: 978-0-07-340501-8 / MHID: 0-07-340501-9
ISBN-13: 978-0-07-126337-5 / MHID: 0-07-126337-3 [IE]

(Details unavailable at press time)

NEW

International Edition



DEVELOPING MANAGEMENT SKILLS
What Great Managers Know and Do

By Timothy Baldwin, Indiana University-Bloomington, Bill Boomer and Robert Rubin

2008 (January 2007) / 576 pages
ISBN-13: 978-0-07-292010-9 / MHID: 0-07-292010-6
ISBN-13: 978-0-07-110628-3 / MHID: 0-07-110628-6 [IE]

http://www.mhhe.com/baldwin1e

Management Skills by Baldwin/Bommer/Rubin distinguishes itself by focusing on teaching relevant skills, and only those skills, its learner-centered writing and its evidence-based foundation. This text's problem-based approach draws students in with several fundamental and specific questions or challenges related to the skill focused on in the chapter right at the opening over every chapter in the Manage What? feature. The learner centered writing style and the focus on the actual skills that matter to career success as well as the chapter ending Tool Kits make this text a keeper.

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FEATURES

❖ Focus on teaching relevant skills, and only those skills.--The goal of this text is to focus on those skills which are critical for any manager's success. These skills include emotional intelligence, interpersonal competence, social intelligence, as well as a full range of personal, interpersonal and organizational knowledge and competence. Not only are all the skills covered in this text critical for future success, mastering the skill will have immediate impact on student performance.

❖ Manage What? – Evident of its problem-based approach, every chapter opens with the Manage What? feature consisting of several fundamental and specific questions or challenges related to the skill focus of the chapter. This feature focuses on recurring skills that are fundamental to any manager's success. These scenarios and questions prompt students to actively apply skills in class discussions or written assignments.

❖ Learner-centered – Baldwin covers all the essentials in learner-centered format composed of short bites of information punctuated with examples, quotations and illustrations.

❖ Management Live – In addition to the examples sprinkled liberally within the text, Management Live boxes highlight the most vivid and engaging illustrations, stories, and short cases enliven the text and help students develop the skills of great managers. E.g. How people in Ch. 4.

❖ Tool Kits – To support student's application of skills covered in the chapter, Tool Kits at the end of every chapter offer "takeaways" for students including self-assessments, good forms, and quick checklists. E.g. Ch. 8 on teams includes a toolkit on team icebreakers (Tool Kit 8-8), Ch. 1 on Personal Effectiveness includes a guide to SMARTER goals (Tool Kit 1-1).

❖ Evidence-based foundation--This application based text focuses on the skill and provides theory as evidence of its effectiveness. The models and frameworks this text is based on were generated by researchers over the last fifty years and can help students diagnose situations and proceed more thoughtfully. E.g. Albert Bandura's on social learning theory pp. 11-12.

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Chapter 6: Power and Influence
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III. Group & Organizational Skills
Chapter 8: Team Effectiveness & Diversity
Chapter 9: Conflict Resolution
Chapter 10: Making Change
IV. Conclusion: Putting The Skills Together: Creating High Performance Cultures And Great Places To Work

International Edition

INTERPERSONAL SKILLS BUSINESS 2nd Edition

By Suzanne de Janasz, Karen Dowd and Beth Schneider of James Madison University

2006 / 416 pages
ISBN-13: 978-0-07-288139-4 / MHID: 0-07-288139-9
ISBN-13: 978-0-07-124435-0 / MHID: 0-07-124435-2 [IE]

http://www.mhhe.com/iso2e

Interpersonal Skills in Organizations, 2nd Edition, by deJanasz, Dowd, and Schneider takes a fresh, thoughtful look at the key skills necessary for personnel and managerial success in organizations today. Chock-full of exercises, cases and group activities, the book employs an experiential approach suitable for all student audiences. The book is broken up into 4 distinct sections (Understanding Yourself, Understanding Others, Understanding Teams, and Leading) that can be used collectively or modularly depending on the instructor's preference and student-audience need.

CONTENTS

Unit One: Interpersonal Effectiveness: Understanding Yourself
1. Journey into Self-awareness
2. Self-disclosure and Trust
3. Establishing Goals by Identifying Values and Ethics
4. Self-Management
Unit Two: Interpersonal Effectiveness: Understanding and Working with Others
5. Understanding and Working with Diverse Others
6. The Importance and Skill of Listening
7. Conveying Verbal Messages
Unit Three: Advanced Interpersonal Skills
8. Persuading Individuals and Audiences
9. Negotiation
10. Teams and Work Groups
11. Managing Conflict
12. Achieving Business Results through Effective Meetings
13. Facilitating Team Success
14. Making Decisions and Solving Problems Creatively
Unit Four: Leading Individuals and Groups
15. Power and Politicking
16. Networking and Mentoring
17. Coaching and Providing Feedback for Improved Performance
18. Leading and Empowering Self and Others
19. Project Management

SUPPLEMENTS

Instructor's Resource CD (IM/TB/CTB/PP)
ISBN-13: 978-0-07-288144-8 / MHID: 0-07-288144-5
Online Learning Center
Videos
ISBN-13: 978-0-07-288142-4 / MHID: 0-07-288142-9

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A MANAGER'S GUIDE TO SELF-DEVELOPMENT
5th Edition

By Mike Pedler, Salford University, John Burgoyne, Lancaster University and Tom Boydell

2006 (September 2006) / 289 pages
ISBN-13: 978-0-07-711470-1 / MHID: 0-07-711470-1

McGraw-Hill UK Professional Reference Title

A Manager's Guide to Self-Development has become the indispensable guide for building management skills. Now in its fifth edition the book details a self-development programme aimed at helping readers improve their managerial performance, advance their careers and realize their full potential.

CONTENTS

INTRODUCTION
1. The philosophy of this book
2. How the book works
PART I
3. Planning your career
4. The qualities of successful managers & leaders
5. Assessing yourself and setting some goals for self-development
6. How to select and use the activities
PART II Activities for management self-development

MANAGEMENT CONTROL SYSTEMS

By Sekhar

2005 (October 2005) / 456 pages
ISBN-13: 978-0-07-058593-5 / MHID: 0-07-058593-8

McGraw-Hill India Title

CONTENTS

PART I: THE CONCEPTUAL FOUNDATION OF CONTROL SYSTEMS
1. The Newer Paradigms of Management Controls
2. Balancing the Tensions in Control Systems
Part II: THE TRADITIONAL INSTRUMENTS OF CONTROLS IN ORGANISATIONS
3. External Audit, Internal Controls, and Internal Audit
4. Accountability in Organisations
5. Profit Centers and Transfer Pricing
6. Investment Centers and Long Term Accountability
7. Compensation and Incentives
Part III: THE NEWER DIMENSIONS OF CONTROL IN RISK AND UNCERTAINTY
8. Coping with IT and the Knowledge Revolutions
9. Increasing Profits with Decreased Risks
Part IV: MATCHING CONTROL SYSTEMS WITH STRATEGIES
10. Strategic as a Guidepost for Controls
11. Differentiated Controls for Differentiated Situations
12. Measuring Performance to Match Strategy: Non-Financial Insights and Balanced Score Cards
PART V: SECTORAL APPLICATIONS
13. Controls in the Financial Sector
14. Control in the Service Industry
15. Multinational, Global, Transnational, and International Organisations
16. Controls in Project Management
17. Controls in Non-profit Organisations
18. Government and Cooperatives in Business
19. Small Business
PART VI: COMING TO GRIPS WITH REAL LIFE
20. Comprehensive Cases
21. Designing Control Systems: A Tool Kit

Human Resource Management -Textbooks

NEW

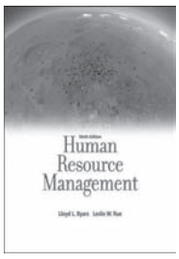
MANAGING HUMAN RESOURCES
8th Edition

By Wayne Cascio, University of Colorado-Denver

2009 (February 2008) / 736 pages
ISBN-13: 978-0-07-353026-0 / MHID: 0-07-353026-3

(Details unavailable at press time)

NEW



HUMAN RESOURCE MANAGEMENT
9th Edition

By Lloyd L Byars, Georgia Institute of Tech and Leslie W Rue,Georgia State University

2008 (September 2007) / 448 pages
ISBN-13: 978-0-07-353025-3 / MHID: 0-07-353025-5

http://www.mhhe.com/byars9e

Human Resource Management, 9th Edition continues to present both the theoretical and practical aspects of HRM. The theoretical material is presented throughout the textbook and highlighted via a marginal glossary. The practical aspects of HRM are presented through lively and pedagogically effective examples woven throughout the text and in the end-of-chapter materials. The new edition reflects the challenges of diversity, technology and globalization in the business world in general, and how these forces impact the HRM function within organizations.

NEW TO THIS EDITION

❖ Over half of the "HRM in Action" boxes included in each chapter are new, providing current examples that illustrate how actual organizations apply concepts presented in the chapters. Examples of new boxes include dealing with gender, sexual, age, and religious discrimination issues; using the 0*Net to help the blind & visually impaired access career resources; job sharing; and HR related web sites.

❖ New updates including new coverage of talent management (introduced in Ch. 1 and discussed throughout), the HR scorecard (introduced in Ch. 1 and discussed further in Ch. 11), contingent workers (Ch. 4), software as service--or on-demand software (Ch. 5), virtual classroom (updated example and new exercise in Ch. 8), online self-assessment (new exercise in Ch.10), market-based pay (Ch. 13), Pension Protection Act (PPA) (Ch. 15), medical and health savings accounts (HSAs) (Ch. 15), and preventing violence in the workplace (new exercise in Ch. 16).

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❖ New videos accompany the 9th edition, including Cirque du Soleil: A Truly Global Workforce; Creating a Global Learning Organization at J&J; and Childcare Help.

❖ Thoroughly updated research and references throughout the text.

CONTENTS

PART 1 Introduction and Background of Human Resources
Chapter 1 Human Resource Management: A Strategic Function
Chapter 2 Equal Employment Opportunity: The Legal Environment
Chapter 3 Implementing Equal Employment Opportunity
Chapter 4 Job Analysis and Job Design
PART 2 Acquiring Human Resources
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Chapter 9 Management and Organizational Development
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PART 5 Employee Well-being
Chapter 15 Employee Benefits
Chapter 16 Employee Safety and Health
Chapter 17 Employee Relations
PART 6 Labor Relations
Chapter 18 The Legal Environment and Structure of Labor Unions
Chapter 19 Union Organizing Campaign and Collective Bargaining



HUMAN RESOURCE MANAGEMENT
6th Edition

By Raymond Andrew Noe, Ohio State University-Columbus, John R Hollenbeck, Michigan State University-East Lansing, Barry Gerhart, University of Wisconsin-Madison and Patrick M Wright, Cornell University-Ithaca

2008 (November 2007) / 736 pages
ISBN-13: 978-0-07-353020-8 / MHID: 0-07-353020-4

http://www.mhhe.com/noe6e

As competitors strive to win the war for talent, effective human resource management is necessary to gain true competitive advantage in the marketplace. Three challenges companies face are sustainability, technology, and globalization. Human Resource Management 6th Edition brings these challenges to life by highlighting real-world examples pertaining to these issues and relating it to the concepts within the chapter. This best-selling McGraw-Hill/Irwin Human Resource Management title provides students with the technical background needed to be a knowledgeable consumer of human resource (HR) products and services, to manage HR effectively, or to be a successful HR professional. While clearly strategic in nature, the text also emphasizes how managers can more effectively acquire, develop, compensate, and manage the internal and external environment that relates to the management of human resources.

NEW TO THIS EDITION

❖ New Expanded Coverage of Safety & Health. Updated coverage on health care benefits has been added to Chapter 13. There is also expanded coverage of safety issues in chapter 3. Employee safety and health care benefits are two important issues that students need to consider as companies are interested in decreasing benefit costs but insuring the safety and well-being of their employees.

❖ New Evidence Based HR Sections within each chapter highlight the growing trend to demonstrate how HR contributes to a company's competitive advantage. Evidence-based HR shows how HR decisions are based on data and not just intuition. The company examples used show how HR practices influence the company's bottom line or key stakeholders including shareholders, employees, customers, or the community.

❖ New Enhanced Cartridge Content includes chapter pre/post tests with results that auto populate your grade book, narrated chapter summaries, narrated PowerPoint slides, select videos, and key terms all available for students to download to their iPod's and study on the go.

❖ New Chapter Opening Cases present a real business problem or issue that provides background for the issues discussed in the chapter. Chapter 2, for example, opens with a new case on Chrysler's financial troubles, replacing the previous edition's dated case on JetBlue.

❖ New Instructor's Guide to using NBC's The Office contains teaching notes and suggested use of select episodes from the popular television show along with discussion questions and answers. Selected shows highlight specific scenes that are linked to HR topics.

❖ NEW! Management in the Movies (ISBN: 0073317713) McGraw-Hill is now offering a "Management in the Movies" DVD loaded with scenes from major Hollywood movies and TV Shows! Each movie has been clipped to highlight a specific scene (each is less than two and a half minutes) and linked to specific topics including groups, ethics, diversity, global management, and more! Along with the DVD, McGraw-Hill provides an instructor's manual with suggestions for usage of the clip, clip summaries, and discussion questions to accompany each segment.

❖ New HRM Video DVD is available with this 6th Edition. 14 out of the 16 chapters have new videos including three new videos produced by the SHRM Foundation include HR in Alignment: the Link to Business Results at Sysco Food Services, Ethics: The Fabric of Business, and Fueling the Talent Engine with Yahoo! Other notable videos available for this edition include Johnson & Johnson eUniversity for the chapter on Training and Hollywood Labor Unions for the chapter on Collective Bargaining and Labor Relations.

❖ New PHR/SPHR Index has been added at the back of the book to provide students with the information they need to study for the PHR or SPHR exam. A student guide to studying for the PHR or SPHR exam including page references to the exam topics found in this textbook is available on the book's website at www.mhhe.com/noe6e

❖ New Test Bank tags! An updated Test Bank has been improved to include the Answer, Level of Difficulty, Learning Objective, AACSB Knowledge Category, and Bloom's Taxonomy Question Type. Bloom's categories include; Knowledge, Understanding, Application, Analysis, Synthesis, and Evaluation. AACSB knowledge categories are; Communication Abilities, Ethical Understanding and Reasoning Abilities, Analytical Skills, Use of Information Technology, Multicultural and Diversity Understanding, and Reflective Thinking Skills.

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Chapter 5 Human Resource Planning and Recruitment
Chapter 6 Selection and Placement
Chapter 7 Training
PART 3 Assessment and Development of HRM
Chapter 8 Performance Management

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Chapter 9 Employee Development
Chapter 10 Employee Separation and Retention
PART 4 Compensation of Human Resources
Chapter 11 Pay Structure Decisions
Chapter 12 Recognizing Employee Contributions with Pay
Chapter 13 Employee Benefits
PART 5 Special Topics in Human Resource Management
Chapter 14 Collective Bargaining and Labor Relations
Chapter 15 Managing Human Resources Globally
Chapter 16 Strategically Managing the HRM Function

International Edition

HUMAN RESOURCE MANAGEMENT
4th Edition

By H John Bernardin, Florida Atlantic University-Boca Raton

2007 (March 2006) / 736 pages
ISBN-13: 978-0-07-298725-6 / MHID: 0-07-298725-1
ISBN-13: 978-0-07-125413-7 / MHID: 0-07-125413-7 [IE]

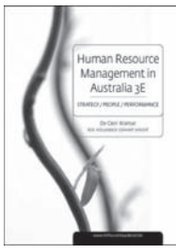
http://www.mhhe.com/bernardin4e

Human Resource Management: An Experiential Approach, Forth Edition, focuses on the enhancement of personal competencies while providing a theoretical and experiential approach to the study of human resource management (HRM). John Bernardin provides the conceptual background and content necessary to understand the relevant issues in HRM, along with individual and group exercises that require the application of chapter content to specific problems designed to develop critical personal competencies. Students "learn by doing" by participating in experiential exercises that require the application of HRM knowledge expected of practicing managers and HR generalists.

CONTENTS

Preface.
Part I Human Resource Management and the Environment.
Chapter 1 Strategic Human Resource Management in a Changing Environment.
Chapter 2 The Role of Globalization in HR Policy and Practice.
Chapter 3 The Legal Environment of HRM: Equal Employment Opportunity.
Part II Acquiring Human Resource Capability.
Chapter 4 Work Analysis and Design.
Chapter 5 Human Resource Planning and Recruitment.
Chapter 6 Personnel Selection.
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Chapter 8 Training and Development.
Chapter 9 Career Development.
Part IV Compensating and Managing Human Resources.
Chapter 10 Compensation.
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Chapter 12 Managing the Employment Relationship.
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Appendix A Critical Thinking Applications.
Appendix B Chapter Exercises.
Appendix C Assessment Guidelines for Self, Peer, and Designated Assessors.
Endnotes.
Indexes

NEW



HUMAN RESOURCE MANAGEMENT IN AUSTRALIA
3rd Edition

By Helen De Cieri, Monash University and Robin Kramar, Macquarie Graduate Schoool of Management

2007 (October 2007)
ISBN-13: 978-0-07-013503-1 / MHID: 0-07-013503-7
McGraw-Hill Australia Title

http://www.mhhe.com/au/decieri3e

This newest edition offers lecturers and students the strongest product in the market. De Cieri and Kramar emphasise the importance of strategic human resource management (HRM), and the links between strategy, people and performance. Students thereby understand the relationship between HRM practices, a company's business objectives and the use of HRM as a means to create value and competitive advantage. Readers are kept informed of the most current issues affecting HRM. New and extensive case studies at the end of each chapter make this another engaging edition. As exciting are the all Australian video cases that instructors may use in the classroom - a first for a HRM book in this country.

NEW TO THIS EDITION

❖ Chapters on the Legal context, Occupational Health & Safety and Industrial Relations extensively revised to take into account legislative changes such as WorkChoices.

❖ Chapter on Workplace Diversity and Work-Life Balance expanded to reflect the 21st century ever-changing workplace environment.

❖ Chapters on Employee Learning and Employee Development and Career Management extensively rewritten to take into account new researcha nd changes in the Australian national training system.

❖ Importance of global work placements, offshore workers, outsourcing and expatriation emphasised.

CONTENTS

Part 1 Managing the HR environment
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Chapter 2 Strategic HRM
Chapter 3 The legal context for HRM
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Chapter 5 Industrial relations
Part 2 Building HRM systems
Chapter 6 Analysis and design of work
Chapter 7 HR planning and HR information systems
Chapter 8 Recruitment and selection
Part 3 Developing people
Chapter 9 Managing diversity and work-life balance
Chapter 10 Performance management
Chapter 11 Learning and development
Chapter 12 Employee development and career management
Part 4 Rewarding people
Chapter 13 Managing compensation
Chapter 14 Performance-related pay
Part 5 Contemporary issues in HRM
Chapter 15 Ethics and HRM
Chapter 16 International HRM
Chapter 17 Managing employee turnover and retention
Chapter 18 Evaluating and improving the HR function

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International Edition

HUMAN RESOURCE MANAGEMENT
10th Edition

By Johm M Ivancevich, University of Houston

2007 (March 2006) / 672 pages
ISBN-13: 978-0-07-313711-7 / MHID: 0-07-313711-1
ISBN-13: 978-0-07-125423-6 / MHID: 0-07-125423-4 [IE]

http://www.mhhe.com/ivancevich10e

Ivancevich's Human Resource Management, 10e takes a managerial orientation; that is it takes the position that HRM is relevant to managers in every unit, project, or team. Managers are constantly faced with HRM issues, problems, and decision-making and the text's primary goal is to show how each manager must be a human resource problem solver and diagnostician. This book pays attention to the application of HRM approaches in "real" organizational settings and situations. Realism, understanding, and critical thinking were important in the revision. Students and faculty alike have identified readability and relevance as key strengths of the text. It provides a book that stimulates ideas and keeps all users up-to-date on HRM thinking and practice.

CONTENTS

Preface.
PART ONE Introduction to Human Resource Management and the Environment.
1 Human Resource Management.
2 A Strategic Management Approach to Human Resource Management.
3 Equal Employment Opportunity: Legal Aspects of Human Resource Management.
4 Global Human Resource Management.
PART TWO Acquiring Human Resources.
5 Human Resource Planning and Alignment.
6 Job Analysis and Design.
7 Recruitment.
8 Selection.
PART THREE Rewarding Human Resources.
9 Performance Evaluation and Management.
10 Compensation: An Overview.
11 Compensation: Methods and Policies.
12 Employee Benefits and Services.
PART FOUR Developing Human Resources.
13 Training and Development.
14 Career Planning and Development.
PART FIVE
15 Labor Relations and Collective Bargaining.
16 Managing Employee Discipline.
17 Promoting Safety and Health.
APPENDIXES. GLOSSARY. INDEXES

INVITATION TO PUBLISH

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NEW



HUMAN RESOURCE MANAGEMENT IN AN INTERNATIONAL CONTEXT

By Rosemary Elizabeth Lucas, Hamish Mathieson and Benjamin Lupton

2007 (January 2007) / 450 pages
ISBN-13: 978-1-843-98109-1 / MHID: 1-843-98109-2
McGraw-Hill UK CIPD Title

Human Resource Management in Organisations identifies and discusses key developments within a variety of organisations including the public sector, privatised utilities, Small Medium Enterprises and the not-for-profit sectors, and looks at Human Resource Management within an organisational context. This text is designed to cater for students taking an international HRM module or learning about HRM in an international context. Written primarily for MBA students and Master students on HRM or business programmes, the text gives a basic grounding in Human Resource theory and practice, and assists managers in managing their people more effectively.

FEATURES

- With the use of practical, real life case studies, this text provides students with a sound understanding of the theoretical approaches to the management of people together with an appreciation of their application within different organisational contexts.
- Designed to cater for students studying a Human Resource Management module on undergraduate programmes, or postgraduate programmes as part of an HRM or business degree programme, it is also suitable for students taking the CIPD Managing and Leading People module.
- Combines HRM as the core subject area and OB in one book to present the subjects as an integrated subject area.
- Offer a critical perspective to OB and HRM issues.
- Offers strong pedagogical guidance to aid student learning

CONTENTS

Part 1: The Changing Context of Employment: The changing world of work / Managing strategic organisational change / The link between people and organisational performance

Part 2: The Organisational Architecture of High Performance: People within organisations--identifying, attracting and building ability / Resourcing the organisation / Developing ability / Motivating ability for high performance / Managing and rewarding performance at work / Providing the opportunity for high performance

Part 3: Optimising and sustaining high performance: Leadership / The HR challenge

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International Edition

FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT
2nd Edition

By Raymond Andrew Noe, Ohio State University, John R. Hollenbeck, Michigan State University—East Lansing, Barry Gerhart, University of Wisconsin — Madison and Patrick M. Wright, Cornell University—Ithaca

2007 (December 2005)
ISBN-13: 978-0-07-325794-5 / MHID: 0-07-325794-X
(with OLC Code Card)
ISBN-13: 978-0-07-110855-3 / MHID: 0-07-110855-6
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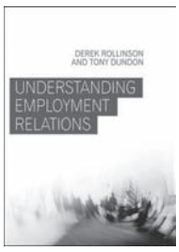
http://www.mhhe.com/noefund2e

Fundamentals of Human Resource Management, by Noe, Hollenbeck, Gerhart and Wright is specifically written to provide a complete introduction to human resource management. While it doesn't cover the depths of human resource management theory, the book is rich with examples and engages students through application. Fundamentals differs from the hardback textbook by the same author team. Instead of a higher level of theory that's geared towards the HRM majors, this book focuses on the uses of human resources for the general business manager. Issues such as strategy are reduced to give a greater focus on how human resources management is used in the everyday work environment. It provides students with the background necessary to manage human resources effectively and to be able to distinguish good from poor human resource management practices and how they impact business. Instructors are provided with a robust ancillary package that includes a comprehensive instructor's manual, test bank, PowerPoint presentation and a complete Online Learning Center to make course preparation easy.

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Chapter 1 Managing Human Resources
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Chapter 2 Trends in Human Resource Management
Chapter 3 Providing Equal Employment Opportunity and a Safe Workplace
Chapter 4 Analyzing Work and Designing Jobs
Part II Acquiring and Preparing Human Resources
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Chapter 13 Providing Employee Benefits
Part V Meeting Other HR Goals
Chapter 14 Collective Bargaining and Labor Relations
Chapter 15 Managing Human Resources Globally
Chapter 16 Creating and Maintaining High-Performance Organizations

NEW



UNDERSTANDING EMPLOYMENT RELATIONS

By Derek Rollinson, University of Huddersfield and Tony Dundon, National University of Ireland, Galway

2007 (February 2007) / 512 pages
ISBN-13: 978-0-07-711486-2 / MHID: 0-07-711486-8
McGraw-Hill UK Title

http://www.mcgraw-hill.co.uk/textbooks/rollinson

The text is sub-divided into four main parts, each comprising a number of engaging and critical chapters and ending with an integrative section. This traces the links between the topics covered in the separate chapters and across the book as a whole. Both traditional and contemporary topics are dealt with and this comprehensive approach allows the book to become a complete teaching package in its own right.

FEATURES

❖ Integrative Sections --The text contains four integrative chapters which examine links between each group of chapters and across the book as a whole. This facilities a more complete understanding of Employment Relations.

❖ Comprehensive coverage --The book covers all the main topics of Employment Relations, including both traditional and contemporary issues. There is a particular focus on SMEs and non-unionised organisations as well as other hot topics such as corporate governance.

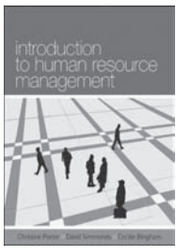
❖ Complete teaching package --Each chapter contains a number of features to enrich student understanding and assimilation of topics covered, including self-completed student exercises, short case studies, summary points boxes and review and discussion questions. This rich pedagogy, full, up-to-date topic coverage and integrative learning make this text a complete learning package.

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Chapter 2 The Changing Contexts of Employment Relations in Great Britain
Integration 1 Comparing Employment Relations Systems
PART 2: THE PARTIES IN EMPLOYMENT RELATIONS
Chapter 3 Employers, Managers and Management Styles
Chapter 4 Trade Unions and and other Collective Associations of Employees
Chapter 5 The Role of the State in Employment Relations
Integration 2 Integrating Parties and Contexts in Employment Relations
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Chapter 7 Dismissal and Redundancy
Integration 3 Integrating the Effects of Interpersonal Processes
PART 4: ORGANIZATIONAL PROCESSES IN EMPLOYMENT RELATIONS
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Chapter 10 Negotiation
Chapter 11 Conflict and Protest in Employment Relations
Chapter 12 Control in Employment Relations
Integration 4 Integrating the Effects of Organizational Processes

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NEW



INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

By David Simmonds, Christine Porter and Cecilie Bingham of Westminster Business School

2007 / 512 pages
ISBN-13: 978-0-07-711102-1 / MHID: 0-07-711102-8
McGraw-Hill UK Title

This new HRM text is a combination of the latest theory and practice in the subject, but also includes the more innovative and unorthodox perspectives. Structured in six sections, the book leads the reader through HRM from introduction to strategy. With a case study in each chapter and practical examples and illustrations throughout, the text is designed to be user friendly to students and aid learning and revision. The pedagogical features not only encourage reflective learning, but also aid tutors. On-line links are also provided throughout to aid both the students and lecturer.

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INTRODUCTION
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Chapter 2 Analytical Skills in HRM
Chapter 3 HRM: people, perceptions, performance
Chapter 4 Role of HRM/Line Manager
Chapter 5 Communication & HRM
RESOURCING
Chapter 6 Recruitment & Selection
Chapter 7 Performance Management & Appraisal
Chapter 8 Managing Internationally Mobile Personnel
Chapter 9 Work-Life Balance
REWARD
Chapter 10 Reward Management Systems
Chapter 11 Pensions
RELATIONS
Chapter 12 Employee Relations
Chapter 13 Employment Law
Chapter 14 Diversity Management
Chapter 15 Bullying & Stress
DEVELOPMENT
Chapter 16 Training & Development
Chatper 17 Management Development
Chapter 18 Personal Development through Counselling/Mentoring/Coaching
STRATEGIC ASPECTS
Chapter 19 Strategic HRM
Chapter 20 Ethics & HRM
Chapter 21 Knowledge Management

AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

By Wendy Bloisi

2006 (December 2006) / 688 pages
ISBN-13: 978-0-07-710968-4 / MHID: 0-07-710968-6
McGraw-Hill UK Title

This book aims to discuss the developing theories and concepts of HRM and link them to practice through discussions in the text and additional cases, that run as themes throughout the chapters. This will enable students to link theory to practice and also gain an understanding of current issues in HRM, which is currently lacking in other leading HRM texts. The book is aimed at undergraduate level students who will be studying HRM for the first time. This may be at undergraduate level 1, 2 or 3. The book would also be useful for HND students who study HRM as part of their diploma and as an introduction for Master's students coming from non -management disciplines onto business courses. The book will be supported by an On-Line learning centre, which will include: § A lecturer's manual § Power point slides relating to the key points and exhibits in the chapters. § Internet Exercises § Test bank for students § Additional test bank for lecturers § Links to additional web based resources

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2 Human Resource Planning And Resourcing
3 Work And Job Design
Part 2 Acquiring And Rewarding Staff
4 Recruiting The Right People
5 Selecting The Right People
6 Remuneration And Reward
Part 3 Developing People
7 Learning, Training And Development
8 Managing And Developing Performance
9 Employee Relations, Participation And Involvement
Part 4 Effective Human Resource Management
10 Health, Safety And Employee Well-being
11 Equal Opportunities And Managing Diversity
12 Strategic Human Resource Management
13 Current Issues And New Developments

International Edition

MANAGING HUMAN RESOURCES 7th Edition

By Wayne Cascio, University of Colorado, Denver

2006 / 736 pages
ISBN-13: 978-0-07-298732-4 / MHID: 0-07-298732-4
ISBN-13: 978-0-07-111564-3 / MHID: 0-07-111564-1 [IE]

http://www.mhhe.com/cascio7e

Wayne Cascio's Managing Human Resources, 7/e, is perfect for the general management student whose job inevitably will involve responsibility for managing people. It explicitly links the relationship between productivity, quality of work life, and profits to various human resource management activities and, as such, strengthens the students' perception of human resource management as an important function, which affects individuals, organizations, and society. It is research-based and contains strong links to the applicability of this research to real business situations.

CONTENTS

Part I ENVIRONMENT
Chapter 1: Human Resources in a Globally Competitive Business Environment
Chapter 2: The Financial Impact of Human Resource Management Activities

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Chapter 3: The Legal Context of Employment Decisions
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Part V LABOR-MANAGEMENT ACCOMMODATION
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Chapter 14: Procedural Justice and Ethics in Employee Relations
Part VI SAFETY, HEALTH, AND INTERNATIONAL IMPLICATIONS
Chapter 15: Safety, Health, and Employee Assistance Programs
Chapter 16: International Dimensions of Human Resource Management

INTRODUCTION TO HUMAN RESOURCE MANAGEMENT
A Guide to Personnel Practice

By Donald Currie

2006 (April 2006) / 352 pages
ISBN-13: 978-1-843-98139-8 / MHID: 1-843-98139-4
McGraw-Hill UK CIPD Title

Offering a basic and practical approach to HR and Personnel issues, 'Introduction to Human Resource Management' caters for both CIPD students on the Certificate in Personnel Practice and non-CIPD students on foundation degree programmes. This text takes account of the fact that in addition to developing a sound understanding of the relevant underlying ideas, theoretical concepts and matters of professional practice, students at these levels need to develop competence in their practical application. This book is designed, therefore, to achieve an appropriate academic-practical balance.

CONTENTS

PART 1: THE ROLE OF HR IN THE ORGANISATION
Organisations
Human Resource Management
The Role of the HR Professional
Human Resource Planning
Recruitment
Selection
Induction and Retention
PART 2: PEOPLE AND PERFORMANCE
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Human Resource Development
Performance Management
The Employee Relationship
Employee Reward
Health, Safety and Well-being
Diversity and Equality
PART 3: CONTEMPORARY ISSUES IN HR
Aspects of Culture
Work-life balance

HUMAN RESOURCE MANAGEMENT IN ORGANIZATIONS

By Izabela Robinson

2006 (May 2006) / 352 pages
ISBN-13: 978-1-843-98066 7 / MHID: 1-843-98066-5
McGraw-Hill UK CIPD Title

Human Resource Management in Organisations provides students with a sound understanding of the theoretical approaches to the management of people together with an appreciation of their application within different organisational contexts. With the use of practical, real life case studies this text identifies and discusses key developments within a variety of organisations including the public sector, privatised utilities, Small Medium Enterprises and the not-for-profit sectors, and looks at Human Resource Management within an organisational context, providing links for students between these two areas of studies. This text is ideal for use with undergraduates on 2nd or 3rd level HRM or Business Studies courses.

CONTENTS

Introduction
Part 1: The Changing Context of Employment: The changing world of work / Managing strategic organisational change / The link between people and organisational performance

Part 2: The Organisational Architecture of High Performance: People within organisations - identifying, attracting and building ability / Resourcing the organisation / Developing ability / Motivating ability for high performance / Managing and rewarding performance at work / Providing the opportunity for high performance

Part 3: Optimising and sustaining high performance: Leadership / The HR challenge

HUMAN RESOURCE AND PERSONNEL MANAGEMENT
4th Edition

By Aswathappa, Canara Bank School of Management Studies

2005 (July 2005) / 712 pages
ISBN-13: 978-0-07-059930-7 / MHID: 0-07-059930-0
McGraw-Hill India Title

CONTENTS

SECTION ONE
1. Nature and Scope of Human Resource Management
2. Environment of Human Resource Management
3. Strategic Human Resource Management
SECTION TWO
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13. Employee Benefits and Services
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16. Application of Concepts of Motivation
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19. Employee Welfare
20. Safety and Health
21. Promotions, Transfers and Separations
SECTION SIX
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23. Trade Unions
24. Disputes and their Resolution.
SECTION SEVEN
25. Ethical Issues in Human Resource Management.
26. Human Resource Audit.
27. Challenges of Human Resource Management.
28. International Human Resource Management.
Bibliography.
Organisation and Name Index.
Subject Index

PERSONNEL PRACTICE
4th Edition

By Malcolm Martin and Tricia Jackson

2005 (August 2005) / 240 pages
ISBN-13: 978-1-843-98102-2 / MHID: 1-843-98102-5

McGraw-Hill UK CIPD Title

CONTENTS

Introduction
The Organisational Context
The Legal Background to Personnel Practice
Personnel Information Systems
Recruitment and Selection
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Performance Management
Employee Relations
Personal Effectiveness

HUMAN RESOURCE MANAGEMENT IN ASIA

By John M. Ivancevich, University of Houston and Lee Soo Hoon, Rensselaer Polytechnic Institute

2002 / 480 pages
ISBN-13: 978-0-07-120173-5 / MHID: 0-07-120173-4

An Asian Publication

CONTENTS

Part 1: Introduction to HRM
Chapter 1: Human Resource Management
Chapter 2: A Strategic Human Resource Management: A Diagnostic Approach
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International Edition

HUMAN RESOURCE AND PERSONNEL MANAGEMENT
5th Edition

By William Werther, Jr., University of Miami and Keith Davis, Arizona State University

1996 / 672 pages
ISBN-13: 978-0-07-069572-6 / MHID: 0-07-069572-5
(Out of Print)
ISBN-13: 978-0-07-123218-0 / MHID: 0-07-123218-4 [IE]

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1. The Human Resource Framework
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11. Career Planning
12. Performance Appraisal
PART 4: COMPENSATION AND PROTECTION
13. Wages and Salaries
14. Incentives and Gainsharing
15. Benefits and Services
16. Security, Safety and Health
PART 5: EMPLOYEE RELATIONS AND ASSESSMENT
17. Employee relations Challenges
18. Union-Management Relations
19. Assessment and Prospects

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Human Resource Management - Supplements

NEW

ANNUAL EDITIONS: HUMAN RESOURCES 08/09
17th Edition

By Fred Maidment, Western Connecticut State University

2008 (October 2007) / 240 pages
ISBN-13: 978-0-07-352847-2 / MHID: 0-07-352847-1
McGraw-Hill/Dushkin Title

http://www.dushkin.com/text-data/catalog/0073528471.mhtml

This Seventeenth Edition of ANNUAL EDITIONS: HUMAN RESOURCES 08/09 provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an instructor's resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

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Unit 5. Implementing Compensation, Benefits, and Workplace Safety
Part A. Managing Employee Compensation 27. Philosophizing Compensation New! 28. Do Your Employees Qualify for Overtime? Part B. Incentive Compensation 29. Better Carrots? 30. Ten Steps to Designing an Effective Incentive Program Part C. Executive Pay New! 31. Pay Setters Part D. Health and Safety 32. Doc in a Box 33. Building a Mentally Healthy Workforce Part E. Benefits New! 34. Employee Benefits of the Future New! 35. Benefits and the Bottom Line

Unit 6. Fostering Employee/Management Relationships
Part A. Disciplinary Action New! 36. Setting Up a Disciplinary Procedure 37. Hard-Core Offenders Part B. Temporary and Part-time Employees 38. Interns on the Payroll Part C. Ethics New! 39. Business Ethics: The Key Role of Corporate Governance New! 40. Unregulated Work

Unit 7. International Human Resource Management
41. Globalization and the American Labor Force,Fred Maidment 42. Immigration and the U.S. Economy: The Public's Perspective 43. Learning from Our Overseas Counterparts New! 44. Human Resource Management in a Global Environment: Keys for Personal and Organizational Success 45. Don't Settle for Less: Global Compensation Programs Need Global Compensation Tools

International Edition

MANAGER'S HOT SEAT ONLINE ACCESS CARD
2nd Edition

By McGraw-Hill/Irwin

2007 (June 2006)
ISBN-13: 978-0-07-331212-5 / MHID: 0-07-331212-6
ISBN-13: 978-0-07-126190-6 / MHID: 0-07-126190-7 [IE]

In today's workplace, managers are confronted daily with issues like ethics, diversity, working in teams, and the virtual workplace. The Manager's Hot Seat is a collection of interactive videos that allows students to watch as 15 real managers apply their years of experience to confront these issues. Students assume the role of the manager as they watch the video and answer multiple choice questions that pop up forcing them to make decisions on the spot. They learn from the manager's mistakes and successes, and then do a report critiquing the manager's approach by defending their reasoning. Reports can be emailed or printed out for credit. These video segments are a powerful tool for your course that truly immerses your students in the learning experience.

CONTENTS

Case 1: Office Romance: Groping for Answers
Case 2: Ethics: Let's Make a Fourth Quarter Deal
Case 3: Negotiation: Thawing the Salary Freeze
Case 4: Privacy: Burned by the Firewall?
Case 5: Whistleblowing: Code Red or Red Ink?
Case 6: Change: More Pain than Gain?
Case 7: Partnership: The Unbalancing Act
Case 8: Cultural Differences: Let's Break a Deal
Case 9: Project Management: Steering the Committee
Case 10: Diversity: Mediating Morality
Case 11: Personal Disclosure: Confession Coincidence?
Case 12: Virtual Workplace: Out of Office Reply
Case 13: Listening Skills: Yeah, Whatever
Case 14: Diversity in Hiring: Candidate Conundrum
Case 15: Working in Teams: Cross-Functional Dysfunction

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Human Resource Strategy

International Edition

HUMAN RESOURCE STRATEGY
A Behavioral Perspective for the General Manager

By George Dreher, Indiana University - Bloomington and Thomas W Dougherty, University of Missouri - Columbia

2001 / 456 pages

ISBN-13: 978-0-256-21189-4 / MHID: 0-256-21189-2
ISBN-13: 978-0-07-118111-2 / MHID: 0-07-118111-3 [IE]

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Part 1: Understanding Behavior in Organizations: Basic Theoretical Orientations
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Chapter 2 Some Basic Theory about Ability, Motivation, and Opportunity
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Chapter 3: Human Resource Systems: A Look at the Possibilities
Chapter 4: Reward and Compensation Systems
Chapter 5: Staffing Systems
Chapter 6: Employee and Career Development Systems
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Part 3: Aligning HR with Business Strategy
Chapter 8: The Link to Business Strategy and Firm Performance
Chapter 9: Sustained Competitive Advantage through Inimitable HR Practices
Chapter 10: Domestic and International Labor Markets
Chapter 11: The Equal Employment and Labor Relations Environment
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1: HR Systems for the Customer Contact Tier
Illustration 2: HR Systems for TQM-Oriented Manufacturing Teams
Illustration 3: HR Systems for Financial Services Sales
Illustration 4: HR Systems for Project-Development Teams: Writing for Television
Illustration 5: HR Systems for Marketing Managers in Asia

International Edition

HUMAN RESOURCE STRATEGY

By James W Walker, The Walker Group

1992 / 448 pages

ISBN-13: 978-0-07-067846-0 / MHID: 0-07-067846-4
(Out of Print)
ISBN-13: 978-0-07-112889-6 / MHID: 0-07-112889-1 [IE]

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1. Introduction.
2. Focusing on Human Resource Issues.
3. Developing Human Resource Strategies.
4. Shaping Expectations.
5. Designing the Future Organization.
6. Strategic Staffing.
7. Developing Employee Talent.
8. Developing Management Talent for the Future.
9. Providing Resources for Performance.
10. Evaluating Performance.
11. Recognizing and Rewarding Performance.
12. Managing the Human Resource Function.
13. Evaluating Results in Managing Human Resources.

Staffing

NEW

International Edition

STAFFING ORGANIZATIONS
6th Edition

ByHerbert G Heneman III, University of Wisconsin-Madison and Timothy A Judge, University of Florida-Gainesville

2009 (July 2008) / 744 pages

ISBN-13: 978-0-07-353027-7 / MHID: 0-07-353027-1
ISBN-13: 978-0-07-126355-9 / MHID: 0-07-126355-1 [IE]

(Details unavailable at press time)

International Edition

STAFFING ORGANIZATIONS
5th Edition

By Herbert Heneman III, University of Wisconsin - Madison and Timothy Judge, University of Iowa

2006 / 744 pages

ISBN-13: 978-0-07-298722-5 / MHID: 0-07-298722-7
ISBN-13: 978-0-07-124450-3 / MHID: 0-07-124450-6 [IE]

http://www.mhhe.com/heneman5e

Heneman and Judge's Staffing, 5th Edition, is based on a comprehensive staffing model. Components of the model include staffing models and strategy, staffing support systems (legal compliance, planning, job analysis and rewards), core staffing systems (recruitment, selection, employment), and staffing system and retention management. Up-to-date research and business practices are the hallmarks of this market leading text. In-depth applications (cases and exercises) at the end of chapters provide students with skill-building and practice in key staffing activities and decision-making. A comprehensive running case involving a fictitious retailing organization provides even greater opportunity for in-depth analysis and skill building. Students also have the opportunity to address ethical issues at the end of each chapter.

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Chapter 13 Staffing System Management
Chapter 14 Retention Management

RECRUITING EXCELLENCE
An insiders guide to sourcing top talent

By Jeff Grout and Sarah Perrin
2005 (June 2005) / 256 pages
ISBN-13: 978-0-07-711121-2 / MHID: 0-07-711121-4 (Softcover)
McGraw-Hill UK Professional Reference Title

CONTENTS

Introduction: People are your powerhouse
Part I: The strategic environment
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Chapter 5: Alternatives to recruitment
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Chapter 15: Making the offer
Chapter 16: Effective on boarding
Chapter 17: Re-recruitment
Chapter 18: Firing

MANAGING AND LEADING PEOPLE

By Charlotte Rayner and Derek Adam-Smith
2005 (August 2005) / 208 pages
ISBN-13: 978-1-843-98115-2 / MHID: 1-843-98115-7
McGraw-Hill UK CIPD Title

CONTENTS

Introduction: High Performance Organisations (rhetoric)
The Changing Organisational Context and Strategy
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Leadership & ethics
Diversity
The Psychological Contract, Empowerment & Flexibility
Performance Management, Motivation and Reward
Job Design
Recruitment and Selection
Learning, Training & Development
Conclusions: High Performance Organisations (the reality)

PEOPLE RESOURCING
3rd Edition

By Stephen Taylor, Manchester Metropolitan University
2005 (August 2005) / 512 pages
ISBN-13: 978-1-843-98077-3 / MHID: 1-843-98077-0
McGraw-Hill UK CIPD Title

CONTENTS

1.Introduction to people resourcing
2.The impact of the competitive environment
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5.Human resource planning: methods and applications
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14.Performance management strategies
15. Performance appraisal
16.Managing absence
17.Staff turnover and retention
18.Redundancy and retirement
19.Dismissals
20. Demonstrating added value
21.Debates about the future of work

Compensation

NEW

International Edition

COMPENSATION
9th Edition

By George Milkovich, Cornell University-Ithaca and Jerry Newman, Suny Buffalo
2008 (February 2007) / 672 pages
ISBN-13: 978-0-07-296941-2 / MHID: 0-07-296941-5
ISBN-13: 978-0-07-125932-3 / MHID: 0-07-125932-5 [IE]

http://www.mhhe.com/milkovich9e

As the market-leading text in its course area, COMPENSATION, 9th Edition by Milkovich and Newman offers current research material, in-depth discussion of topics, integration of Internet coverage, excellent pedagogy, and a truly engaging writing style. The 9th edition continues to examine the strategic choices in managing total compensation. The total compensation model introduced in chapter one serves as an integrating framework throughout the book. The authors discuss major

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compensation issues in the context of current theory, research, and real-business practices. Milkovich and Newman strive to differentiate beliefs and opinions from facts and scholarly research. They illustrate new developments in compensation practices as well as established approaches to compensation decisions.

NEW TO THIS EDITION

❖ Every chapter includes updated comparisons of the pay strategies or practices used in specific, named companies.

❖ Half of the "Your Turn" cases are new to the 9th edition.

❖ Greater emphasis is given to theoretical advances and evidence from research. Throughout the book the authors translate this evidence into guidance for improving the management of pay.

❖ Ethics, values and the apparent absence of standards of conduct in compensation management, so widely reported in today's headline news and dissected in blogs, are discussed throughout.

❖ Discussion on new directions in health care, including delivery system updates and growth of alternatives to cut benefit costs is included in Chapter 13.

❖ Compensation of part-time employees is increasingly important; further discussion on this topic is included in Chapter 14.

❖ New discussion on ethics and executive compensation: changes in stock options to reflect growing concern about ethical breeches and growing tax consequences is included in Chapter 14.

CONTENTS

1. The Pay Model 2. Strategic Perspectives
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3. Defining Internal Alignment
4. Job Analysis
5. Evaluating Work: Job Evaluation
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7. Defining Competitiveness
8. Designing Pay Levels, Mix, and Pay Structures
Part 3 Employee Contributions: Determining Individual Pay
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14. Compensation of Special Groups
15. Union Role in Wage and Salary Administration
16. International Pay Systems
Part 6 Managing the System
17. Government and Legal Issues in Compensation
18. Budgets and Administration

Training and Development

NEW

International Edition



EMPLOYEE TRAINING AND DEVELOPMENT
4th Edition

By Raymond Andrew Noe, Ohio State University-Columbus

2008 (November 2006) / 480 pages
ISBN-13: 978-0-07-340490-5 / MHID: 0-07-340490-X
ISBN-13: 978-0-07-125934-7 / MHID: 0-07-125934-1 [IE]

http://www.mhhe.com/etd4e

Raymond Noe's Employee Training and Development sets the standard in this course area. First introduced in 1998, ETD became the market-defining text within 6 months of publication. Its popularity is due to the lively writing style and inspiring examples of the most up-to-date developments in training, research and in practice, including the strategic role of training and the use of new technologies in training. Employee Training and Development strikes a balance between research and real company practices. It provides students with a solid background in the fundamentals of training and development including needs assessment, transfer of training, designing a learning environment, methods, and evaluation.

NEW TO THIS EDITION

❖ Each chapter is updated to include the most recent research findings and new best company practices. New examples have been added in each chapter.

❖ New and expanded coverage of topics such as outsourcing training, business embedded training function, intangible assets and human capital, and implications for the aging workforce for training and development. New technologies in training including iPods and avatars are also addressed.

❖ Training and Development from the Pages of Business Week is a new feature found on the book's website at www.mhhe.com/etd4e. This feature includes Business Week articles discussing current company training and development practices. Each article is accompanied by a series of questions that can be used for student discussion and/or written assignment.

❖ New and updated web-based application assignments are included at the end of each chapter, and are also found on the book's website, where they can be updated and new web exercises can be added.

CONTENTS

Chapter 1 Introduction to Employee Training and Development Chapter 2 Strategic Training
Chapter 3 Needs Assessment
Chapter 4 Learning: Theories and Program Design
Chapter 5 Transfer of Training
Chapter 6 Training Evaluation
Chapter 7 Traditional Training Methods
Chapter 8 E-Learning and Use of Technology in Training
Chapter 9 Employee Development

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Chapter 10 Special Issues in Training and Employee Development
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Chapter 13 The Future of Training and Development
Glossary
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Company Index
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TRAINING IN PRACTICE

By Stephen Truelove

2006 (June 2006) / 256 pages

ISBN-13: 978-1-843-98150-3 / MHID: 1-843-98150-5

McGraw-Hill UK CIPD Title

Training in Practice deals with the fundamental processes needed by all trainers getting to grips with their role, especially those newly appointed. Through detailed explanations of selected theories, models and techniques, this easily accessible text is particularly suitable for anyone undertaking an introductory level training module, such as the CIPD's Certificate in Training Practice, or for the training practitioner learning on the job.

CONTENTS

SECTION 1: ANALYSE
Introduction to the identification of training needs / Techniques for the identification of training needs / Agreeing learning needs within the organisational context

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The Learning Process / Designing Learning Events and Strategies

SECTION 3: DEVELOP
Preparing Presentation Material / Preparing Participative Material

SECTION 4: CONDUCT
Presentation Techniques / Participative Delivery Techniques

SECTION 5: EVALUATE
ssessment / Evaluation / Psychometric Testing

Labor Relations & Collective Bargaining

NEW

International Edition

LABOR RELATIONS
10th Edition

By John A Fossum, University of Minnesota-Minneapolis

2009 (July 2008) / 32 pages

ISBN-13: 978-0-07-353023-9 / MHID: 0-07-353023-9
ISBN-13: 978-0-07-126348-1 / MHID: 0-07-126348-9 [IE]

(Details unavailable at press time)

NEW

International Edition

LABOR RELATIONS
Striking a Balance, 2nd Edition

By John Budd, University of Minnesota

2008 (December 2006) / 578 pages

ISBN-13: 978-0-07-340489-9 / MHID: 0-07-340489-6
ISBN-13: 978-0-07-110090-8 / MHID: 0-07-110090-3 [IE]

http://www.mhhe.com/budd2e

John Budd continues to present the most dynamic, engaging approach to understanding labor relations in the 21st century with Labor Relations, 2/e. Budd's well-received and award-winning presentation shows labor relations as a system for striking a balance between employment relationship goals (efficiency, equity, and voice) and between the rights of labor and management. Labor Relations moves beyond a process-based focus in studying this topic by placing the discussion of contemporary U.S. processes into the context of underlying themes: what are the goals of the system; are those goals being fulfilled; and are reforms needed. Central topics are placed in the broader context of the goals of the employment relationship, conflicting rights, and the environment of the 21st Century. Budd's broader context therefore makes labor relations more engaging and relevant to students. It also allows instructors to raise important "big picture" ideas that go beyond mere how-to descriptions.

NEW TO THIS EDITION

- New discussion in Chapters 4 and 6 to account for AFL-CIO break up in 2005 and the resulting formation of the Change to Win federation
- Updated discussion on recent NLRB rulings and other contemporary developments such as organizing outside the NLRA and the importance of Wal-Mart
- New discussion of recent intellectual developments, such as the promotion of non-majority unionism by Charles Morris, and up-to-date references and suggestions for additional reading
- Chapter 2 re-written and revised for a stronger introductory "hook" and for better flow

CONTENTS

Part I: Foundations
Chapter 1: Efficiency, Equity, and Voice
Chapter 2: Labor Unions: Good or Bad?
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Chapter 8: Bargaining
Chapter 9: Impasse, Strikes, and Dispute Resolution
Chapter 10: Contract Clauses and Their Administration
Part III: Issues for the 21st Century
Chapter 11: Flexibility and Employee Involvement
Chapter 12: Globalization
Part IV: Reflection
Chapter 13: Comparative Labor Relations
Chapter 14: What Should Labor Relations Do?
Appendix: Selected Laws and Declarations

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NEW

International Edition



INTRODUCTION TO COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS 4th Edition

By Harry Katz, Cornell University - Ithaca and Thomas A Kochan, Massachusetts Institute of Tech.

2008 (July 2007) / 512 pages
ISBN-13: 978-0-07-313715-5 / MHID: 0-07-313715-4
ISBN-13: 978-0-07125425-0 / MHID: 0-07-125425-0 [IE]

Authored by a well-respected team in labor relations, An Introduction to Collective Bargaining & Industrial Relations, 4/e covers key topics in industrial relations and collective bargaining using a unique conceptual framework based on the three levels of industrial relations activity (strategic, functional, and workplace). Two extensive, class-tested mock-bargaining exercises are included. International and comparative labor relations are both integrated throughout and receive full chapter treatment. No other textbook provides such a thorough treatment of international/global issues. Numerous examples are provided in the text and in boxes that include coverage on recent strikes, collective bargaining negotiations, and other contemporary collective bargaining events. The authors relate in a direct and clear fashion how concepts can be used to help understand current events.

NEW TO THIS EDITION

❖ New coverage of Change to Win in Chapter 7. Change to Win is the new federation of unions that split from the AFL-CIO in 2005. This is the most significant change the American Labor Movement has seen in structure and actives since the CIO joined the AFL in 1955, forming the AFL-CIO.

❖ New emphasis on increased globalization in Chapter 14. Discussion of increased cross national (i.e. cross-border) efforts of multinational corporations and unions is included, as well as discussion of recent international labor rights activities involving NIKE and other companies.

❖ New coverage of changes and issues in corporate and union collective bargaining strategies in Chapter 8. These changes are a result of recent retrenchments and corporate restructuring in key industries, such as the auto and airline industries.

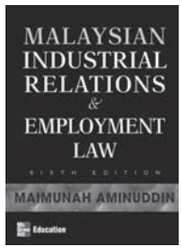
❖ Updated throughout with up-to-date examples and illustrations to reflect today's increasingly globalized economy.

❖ More complete and up-to-date discussion of how developments at non-union firms, such as IBM and Wal-Mart, impact the unionized sector and collective bargaining.

CONTENTS

PART ONE: INTRODUCTION
1. A Framework for Analyzing Collective Bargaining and Industrial Relations
2. The Historical Evolution of the U.S. Industrial Relations System
3. The Legal Regulation of Unions and Collective Bargaining
4. The Role of the Environment
PART TWO: THE STRATEGIC LEVEL OF INDUSTRIAL RELATIONS AND STRUCTURES FOR COLLECTIVE BARGAINING
5. Management Strategies and Structures for Collective Bargaining
6. Union Strategies and Structures for Representing Workers
PART THREE: THE FUNCTIONAL LEVEL OF INDUSTRIAL RELATIONS
7. Union Organization and Bargaining Structures
8. The Negotiations Process and Strikes
9. Dispute Resolution Procedures
10. Contract Terms and Employment Outcomes
PART FOUR: THE WORKPLACE LEVEL OF INDUSTRIAL RELATIONS
11. Administering the Employment Relationship
12. Participatory Processes
PART FIVE: SPECIAL TOPICS
13. Collective Bargaining in the Public Sector
14. International and Comparative Industrial Relations
15. The Future of U.S. Labor Policy and Industrial Relations
Appendix A: Private Sector Mock Bargaining Exercise
Appendix B: Public Sector Mock Bargaining Exercise
Appendix C: Grievance Arbitration Exercises

NEW



MALAYSIAN INDUSTRIAL RELATIONS AND EMPLOYMENT 6th Edition

By Maimunah Aminuddin, Universiti Teknologi MARA

2007 (July 2007) / 380 pages
ISBN-13: 978-983-3850-12-9 / MHID: 983-3850-12-X
An Asian Publication

Professor Maimunah Aminuddin provides a unique insight into the various components of the Malaysian industrial relations system, including the role of the government, trade unions, trade disputes, the Industrial Court and industrial action. She also examines the employment laws which establish the basic rights for employers and employees, whether or not they belong to trade unions, including the laws on safety and health. The concepts are illustrated with cases, examples and relevant statistics.

CONTENTS

1 An Overview
2 The Employment Act and Related Acts
3 The Social Security Laws
4 The Law on Occupational Safety and Health
5 Trade Unions
6 Collective Bargaining
7 Trade Disputes and Industrial Action
8 The Industrial Court
9 Discipline at the Work Place

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CASES IN COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS
11th Edition

By David Dilts, Indiana University and Raymond Hilgert, Washington University-St Louis

2007 (June 2006) / 360 pages
ISBN-13: 978-0-07-298736-2 / MHID: 0-07-298736-7

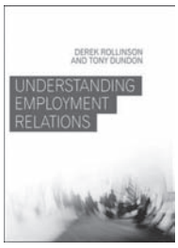
Cases in Collective Bargaining and Industrial Relations contains 81 cases that vary in length, complexity and numbers of issues. A major objective of the book is to provide a means by which students can apply principles, concepts, and legal considerations to actual decision situations and confrontations between labor and management. These cases have been tested in seminars and classes, and are challenging, fascinating learning instruments. As in previous editions, the cases are divided into two parts. Part One presents National Labor Relations Board cases as restructured from published reports of the NLRB and court decisions. Part Two consists of cases adapted from grievance-arbitration decisions.

CONTENTS

Part One: Legal Aspects of Collective Bargaining: National Labor Relations Board Cases: Introduction to the Labor Management Relations Act (LMRA) / Selected Bibliography / Partial Text of the Labor Management Relations Act, 1947 / Index to Cases for Part One
1. Improper Interference with Union's Freedom of Speech
2. Supervisor or Member of Bargaining Unit?
3. Jurisdiction of the NLRB over a Government Contractor
4. Surveillance of the Employee and Nonemployee Union Organizers 5. Withholding a Wage Increase Prior to a Representational Election 6. Independent Contractors or Employees? A Company's Refusal to Bargain
7. On the Dole: A Refusal to Bargain with a Properly Certified Union
8. Racial/Ethnic Prejudice during a Union Representational Election
9. Waiver to Arbitrate or Unlawful Refusal?
10. Claim of an Inability to Pay Wage Demands: What is Bargaining in Good Faith?
11. Was the Employee Involvement Committee a Violation of Labor Law?
12. A Penny Saved Was a Warning Not Earned
13. Termination for Failure to Report Accident or for Solicitation of Employees
14. Causes for Discharge: A Game of Ladders and Questions
15. Discharge for Disruptive Conduct, or for Protected Union Activity?
16. Was the ESOP Leveraged Buyout Proposal Protected Concerted Activity?
17. The Distasteful and Offensive Definition of a "Scab"
18. Deferral to an Existing Arbitration Award: Just Cause or Protected Activity?
19. Did the Employee Have the Right to Have a Union Representative Present?
20. Was Changing the Christmas Bonus Formula an Unfair Labor Practice?
21. Payment of a Signing Bonus to Nonstriking Employees
22. Crossing Picket Lines: Union's Right to Discipline?
23. Voluntary Participation Programs and Union Discipline
24. Threats and Insubordination, or Performing a Shop Steward's Job? 25. Judicial Review of the NLRB's "Punitive" Remedy Concerning the Health Care Plan
26. The Enforcement of No-Solicitation Rules: A Real Whopper
27. Management Teams or Employee Involvement Committees: Authority to Put a Cork in It
28. The Company's Refusal to Provide a List of Disciplinary Work Rules
29. The Obligation to Reduce the Agreement to a Written Contract
30. Information Requests and the Duty to Bargain Collectively: Not Mickey Mouse
31. A Presumption of Union Interference During a Decertification Election
32. Threatening the Union Dissidents
33. The Grievance-Processing Fee for Nonmembers in a Right-to-Work State
34. The Union's Letter to Nonmember Employees Who Crossed the Picket Line
35. Resignation from the Union and Checkoff of Dues
36. Were the Union's Grievances an Unlawful Secondary Boycott?
37. Whose Work is it? Case of a Jurisdictional Dispute
38. How Do I Get My Cookies? Information Requests to the Contract
Part Two: Case Problems in Union-Management Relations: Cases from Grievance Arbitration / Conflict Resolution, Grievance Procedures, and Arbitration / Selected Bibliography /Index to Cases for Part Two
39. Who Should Maintain the Parks and Ballfields?
40. Health Insurance Coverage Unilaterally Changed by Public Employer
41. A Changed Remedy for Misassignments
42. Probation for the Teacher
43. Appeal to Arbitration: A Day Late?
44. Denial of the Safety Incentive Prize
45. Demoted or Reclassified?
46. Voluntary Resignation or Layoff?
47. The Doubtful Worker
48. The Recalled Management Trainee
49. The Right to Bid Down
50. Taking Care of Union Business
51. Sick Leave for Adoption Care
52. An Issue of Reasonable Accommodation
53. Refusal to Post the Union's Memorandum
54. Terminated for Possessing a Gun
55. Are Teachers Obliged to Supervise Students in the Cafeteria?
56. Anti-Arab Comments: Cause for Discipline?
57. Abuse of a Senior Citizen Resident
58. Ability and Seniority for Promotion: Which Controls?
59. Company Picnic: Employee Benefit or Gratuity
60. An Error in Equalizing the Overtime
61. Forced to Work on a Holiday
62. Full Consideration to Seniority and Qualifications
63. No Accommodation without an Examination
64. Last Chance Violation: Strike Three or Overreaction?
65. Health Insurance Benefits for Same-Sex Domestic Partners
66. Arbitrability of the Scheduling Past Practice
67. How Should the Lead Skycap be Selected?
68. Post-Reinstatement Drug Testing
69. Conflict of Interest Rules and Discharge for News Photographer
70. Sickness and Accident Benefits Denied
71. Self-Defense or Excessive Use of Force
72. Egregious Horseplay
73. No Reporting Pay
74. Who Decides if an Employee is Unable to Work?
75. Internet Kiddie Pornography at Work: Just Cause for Discharge?
76. Unilateral Changes to the Absence Control Policy
77. Wage Concession: Contract Violation or Authorized Wage Freeze?
78. Layoff of the Higher-Seniority Employees
79. Cash Same as Stock? The Case of the 401k Contributions
80. Vacation, or Layoff, During a Shutdown
81. Discharge for Job Abandonment?

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NEW



UNDERSTANDING EMPLOYMENT RELATIONS

By Derek Rollinson, University of Huddersfield and Tony Dundon, National University of Ireland, Galway

2007 (February 2007) / 512 pages
ISBN-13: 978-0-07-711486-2 / MHID: 0-07-711486-8
McGraw-Hill UK Title

http://www.mcgraw-hill.co.uk/textbooks/rollinson

The text is sub-divided into four main parts, each comprising a number of engaging and critical chapters and ending with an integrative section. This traces the links between the topics covered in the separate chapters and across the book as a whole. Both traditional and contemporary topics are dealt with and this comprehensive approach allows the book to become a complete teaching package in its own right.

FEATURES

❖ Integrative Sections --The text contains four integrative chapters which examine links between each group of chapters and across the book as a whole. This facilities a more complete understanding of Employment Relations.

❖ Comprehensive coverage --The book covers all the main topics of Employment Relations, including both traditional and contemporary issues. There is a particular focus on SMEs and non-unionised organisations as well as other hot topics such as corporate governance.

❖ Complete teaching package --Each chapter contains a number of features to enrich student understanding and assimilation of topics covered, including self-completed student exercises, short case studies, summary points boxes and review and discussion questions. This rich pedagogy, full, up-to-date topic coverage and integrative learning make this text a complete learning package.

CONTENTS

PART 1: INTRODUCING EMPLOYMENT RELATIONS
Chapter 1 The Subject of Employment Relations
Chapter 2 The Changing Contexts of Employment Relations in Great Britain
Integration 1 Comparing Employment Relations Systems
PART 2: THE PARTIES IN EMPLOYMENT RELATIONS
Chapter 3 Employers, Managers and Management Styles
Chapter 4 Trade Unions and and other Collective Associations of Employees
Chapter 5 The Role of the State in Employment Relations
Integration 2 Integrating Parties and Contexts in Employment Relations
PART 3: INTERPERSONAL PROCESSES IN EMPLOYMENT RELATIONS
Chapter 6 Discipline and Grievance
Chapter 7 Dismissal and Redundancy
Integration 3 Integrating the Effects of Interpersonal Processes
PART 4: ORGANIZATIONAL PROCESSES IN EMPLOYMENT RELATIONS
Chapter 8 Employee Voice
Chapter 9 Collective Bargaining
Chapter 10 Negotiation
Chapter 11 Conflict and Protest in Employment Relations
Chapter 12 Control in Employment Relations
Integration 4 Integrating the Effects of Organizational Processes

EMPLOYEE RELATIONS IN AN ORGANIZATIONAL CONTEXT

By Kathy Daniels

2006 / 400 pages
ISBN-13: 978-1-843-98138-1 / MHID: 1-843-98138-6
McGraw-Hill UK CIPD Title

The success or failure of organisations is, in part, dependent on the success or failure of its employees and the relationship that they have with each other. Looking at Employee Relations from an organisational context perspective, this text is designed specifically to cater for the CIPD Employee Relations PDS module and for Employee Relations modules on HR and business degree programmes at both undergraduate and postgraduate levels.

CONTENTS

Section 1: Employee relations in context
What is the employment relationship? / Why do external factors and bodies influence the employment relationship?

Section 2: The parties in employee relations
Why do some managers encounter more ER problems than others? / Following the leader: Why do employees not always follow? / Trade Unionism--employees as groups / The national and global context

Section 3: Employee relation's processes
Why does involving employees improve the employment relationship? / Why does negotiation usually end in some form of agreement? / Why is reward an issue in the employment relationship?

Section 4: Employee relations and the law
The law relating to dismissals / The law relating to trade unions / The law and the individual

International Edition

LABOR RELATIONS
9th Edition

By John Fossum, University of Minnesota

2006 / 640 pages
ISBN-13: 978-0-07-298713-3 / MHID: 0-07-298713-8
ISBN-13: 978-0-07-124441-1 / MHID: 0-07-124441-7 [IE]

http://www.mhhe.com/fossum9e

Labor Relations: Development, Structure, Processes discusses the history and development of labor relations, the structure of union organizations, union organizing and union avoidance, bargaining issues, and the process of negotiations and contract administration. As a result of decreasing union membership over the last twenty years, more material in the book addresses employee relations in nonunion organizations including examples of both cooperative and adversarial relationships.

CONTENTS

Chapter 1 Introduction
Chapter 2 The Evolution of American Labor
Chapter 3 Labor Law and Federal Agencies
Chapter 4 Union Structure and Government
Chapter 5 Unions: Member and Leader Attitudes, Behaviors, and Political Activities
Chapter 6 Union Organizing Campaigns
Chapter 7 Union Avoidance: Rationale, Strategies, and Practices
Chapter 8 The Environment for Bargaining
Chapter 9 Wage and Benefit Issues in Bargaining
Chapter 10 Nonwage Issues in Bargaining
Chapter 11 Contract Negotiations
Chapter 12 Impasses and Their Resolution

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Chapter 13 Union-Management Cooperation
Chapter 14 Contract Administration
Chapter 15 Grievance Arbitration
Chapter 16 Public-Sector Labor Relations
Chapter 17 A Survey of Labor Relations in Developed Market Economies

International Human Resource Management

International Edition

THE GLOBAL CHALLENGE
Frameworks for International Human Resource Management

By Paul Evans and Vladmimir Pucik

2002 / 608 pages

ISBN-13: 978-0-07-239730-7 / MHID: 0-07-239730-6
ISBN-13: 978-0-07-125704-6 / MHID: 0-07-125704-7 [IE]

CONTENTS

Chapter 1: The Challenges of International Human Resource Management
Chapter 2: Three Faces of Human Resource Management in the International Firm
Chapter 3: Exploiting Global Integration
Chapter 4: Becoming Locally Responsive
Chapter 5: Managing Alliances and Joint Ventures
Chapter 6: Forging Cross-Border Mergers and Acquisitions
Chapter 7: Mastering Network Coordination
Chapter 8: Developing Talent for the Transnational Enterprise
Chapter 9: Steering through the Tensions of Change and Innovation
Chapter 10: Transforming the Global Human Resource Role

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International Business - Textbooks

NEW

INTERNATIONAL BUSINESS
7th Edition

By Charles Hill, University of Washington

2009 (February 2008) / 768 pages

ISBN-13: 978-0-07-338134-3 / MHID: 0-07-338134-9

(Details unavailable at press time)

NEW

International Edition



INTERNATIONAL BUSINESS
11th Edition

By Donald Ball, Wendell H McCulloch and Paul Frantz of California State University, Michael Geringer, California Polytechnic State University and Michael Minor, University of Texas Pan American

2008 (February 2007) / 768 pages

ISBN-13: 978-0-07-353016-1 / MHID: 0-07-353016-6
ISBN-13: 978-0-07-334688-5 / MHID: 0-07-334688-8
(with CESIM Access Card)
ISBN-13: 978-0-07-128667-1 / MHID: 0-07-128667-5
[IE with CESIM Access Card]

International Business: The Challenge of Global Competition, 11th Edition, by Ball, McCulloch, Geringer, Minor and McNett continues to be the most objective and thorough treatment of International Business available for students. Enriched with maps, photos, and the most up-to-date world data, this text boasts the collective expertise of five authors with firsthand international business experience, specializing in international management, finance, law, global strategy, and marketing –a claim no other text can make. In addition, each new copy of International Business, 11e includes access to CESIM –an interactive IB simulation developed for industry professionals. Ball, et al is the only textbook on the market which features access to CESIM. Only Ball, McCulloch, Geringer, Minor and McNett can offer a complete view of International Business as diverse as the backgrounds of business students.

NEW TO THIS EDITION

❖ An innovative and unique set of "Building Your Global Resume" boxes that appear in each of the chapters. Prepared by Bernard Yevin, dean of the Business Informational Technology Division of Forsyth Technical Community College, each box presents valuable tools and insights to help students to build a foundation for entering and excelling in international business activities and careers. These boxes include such issues as finding international job opportunities, building international skills and experience, gaining relevant knowledge and tools to increase success in finding and performing international business jobs, and practical experience and recommendations from

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global mentors that have successfully pursued careers involving international business activity.

❖ iGlobe: new videos now available with the book on iGlobe, a ground-breaking online video website www.mhhe.com/iglobe where you can download 2-3 "on-demand" PBS videos per month on breaking stories on international business issues. The website is updated with new video selections each month and the videos are archived monthly for easy accessibility. Updated monthly, these streaming videos are complete with teaching notes and discussion questions. Key concepts for each video are identified to save you time! iGlobe is free to adopters of McGraw-Hill/Irwin International Business textbooks. Students can purchase access to these streaming videos online at www.mhhe.com/iglobe for only $10 with a new or used textbook. This is ideal for online courses or for homework assignments outside of class.

❖ Updated GlobalEDGE Research Tasks, created by Tunga Kiyak and Tomas Hult of the CIBER Center at Michigan State University. These exercises found at the end of each chapter challenge students to solve problems similar to those faced by practicing international business managers and acquaint them with the tools and data real managers use and are ideal for web-based courses. For example, in working on a product launch, students may be asked to compile a list of the top 10 countries in terms of their attractiveness for potential return of FDI. Students can access Internet resources needed to solve the problems by visiting the GlobalEDGE website www.globaledge.msu.edu. (Instructors are given solutions and the URL where the information is located.)

❖ A new video collection features original business documents as well as NBC news footage. Featured titles include "Will Rallies Help Immigrants?", "Is China Cheating When It Comes to Trade?", "Cirque du Soleil: A Truly Global Workforce," and "J&J: Creating a Global Learning Organization" Videos correspond to end-of-part video cases (with discussion questions) in the book.

❖ The world map is now printed on the end sheets of the textbook, offering students an important geographical perspective.

❖ Chapter 4 has been reorganized to increase focus on international institutions that influence international business.

❖ Chapter 12 (Labor Forces) and Chapter 20 (Human Resource Management) have been completely reorganized to avoid redundancies and better focus their respective content.

❖ The chapter on Organization Design and Control (chapter 14) has been moved so that it follows directly after the discussion of strategy, reflecting suggestions of reviewers and users. As a result, the numbering and ordering of chapters 15 through 21 has been modified slightly to improve the organization and flow of content. Chapter 21 has been renamed to Financial Management and Accounting to emphasize an increased emphasis on issues of international accounting in addition to financial management.

CONTENTS

Part I: The Nature of International Business
1. The Rapid Change of International Business
2. International Trade and Foreign Direct Investment
3. Theories of International Trade and Investment
Part II: Cooperation Among Nations
4. Dynamics of International Institutions
5. Understanding the International Monetary System
Part III: International Environmental Forces
6. Cultural Forces
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13. International Competitive Strategy
14. Assessing and Analyzing Markets
15. Entry Modes
16. Export and Import Practices
17. Marketing Internationally
18. Organizational Design and Control
19. Human Resource Management
20. Financial Management
21. Global Operations and Supply Chain Management

NEW

International Edition



GLOBAL BUSINESS TODAY
5th Edition

By Charles Hill, University of Washington

2008 (March 2007) / 640 pages
ISBN-13: 978-0-07-321054-4 / MHID: 0-07-321054-4
ISBN-13: 978-0-07-110097-7 / MHID: 0-07-110097-0 [IE]

http://www.mhhe.com/hillGBT5e

Charles Hill's Global Business Today, 5e (GBT) has become an established text in the International Business market for several key reasons: (1) it is comprehensive and up-to-date, (2) it goes beyond an uncritical presentation and shallow explanation of the body of knowledge, (3) it maintains a tight, integrated flow between chapters, (4) it focuses on managerial implications, (5) it makes important theories accessible and interesting to students, and (6) it incorporates ancillary resources that enliven the text and make it easier to teach. The success of the first four editions of Global Business Today has been based in part upon the incorporation of leading edge research into the text, the use of the up-to-date examples and statistics to illustrate global trends and enterprise strategy, and the discussion of current events within the context of the appropriate theory. Notable additions to the 5th Edition include: * Chapter 5 has been updated to discuss progress on the current round of talks sponsored by the WTO aimed at reducing barriers to trade, particularly in agriculture (the Doha Round). * Chapter 6 now discusses the slump in foreign direct investment flows that took place in 2001-2004. * The section on the European Union in Chapter 8 has been revised to reflect the fact that ten more member states were admitted on May 1st, 2004. Our research has shown that students and instructors alike enjoy the interesting, informative, and accessible writing style of GBT--so much so that the writing has become Charles Hill's trademark. In addition to boxed material which provides deep illustrations in every chapter, Hill carefully weaves interesting anecdotes into the narrative of the text to engage the reader.

NEW TO THIS EDITION

❖ Chapter 11, The Strategy of International Business, has been substantially revised to bring it up-to-date with current thinking. There is an entirely new section on the evolution of strategy, and new terminology (examples: localization strategy, global standardization strategy) is highlighted. Significant revisions and rewriting has taken place surrounding the following discussions: financial goals and strategy, global expansion and profitability, expanding the market, and choosing a strategy.

❖ The new edition includes an extended discussion of the outsourcing of service activities, from software testing and diagnosis of MRI scans to telephone call centers and billing functions, to developing nations such as India and the implications of this development for

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international business are explored.

❖ Up-to-date hot topic coverage includes global terrorism and the attendant geopolitical risks emerging as a threat to global economic integration and activity, the rapid growth of the Chinese market, and the meteoric growth of the global money market.

❖ Updated statistics on globalization trends (including the growth of foreign trade and investment), national differences in political and economic systems, copyright violations, antidumping cases, global trends in foreign direct investment, and the extent of regional economic integration in the world economy. New/updated discussions include: Barro and McCleary's research on the connection between religious beliefs and economic growth; exchange rate trends since 1973, including the fall in the value of the dollar that occurred after 2001; the performance of the Euro, particularly against the U.S. dollar; enlargement of the EU and NAFTA; and the current state of the Doha Round of Trade Talks. Chapter 7 also includes a new section on the shift to services in FDI.

❖ An extended discussion has been added of shifting ideology in policy to FDI, as well as a discussion of recent actions against FDI in Venezuela, Bolivia, the EU and United States.

❖ Each chapter includes a Closing Case, replaced or updated for this edition. These cases are designed to illustrate the relevance of chapter material for the practice of international business as well as to provide continued insight into how real companies handle those issues. The closing case to chapter 2, for example, looks at how endemic corruption in Indonesia has raised the costs of doing business in that country.

❖ To help students go a step farther in expanding their understanding of international business, each chapter incorporates two globalEDGE research tasks designed and written by Tunga Kiyuk and the team at Michigan State University's globalresearch.com site to dovetail with the content just covered.

❖ iGLOBE is McGraw-Hill/Irwin's revolutionary new web-based video archive incorporating international business news clips from PBS's The NewsHour. New clips are added every month, and teaching notes are available for you to use in integrating the segments with your classroom. Students can also subscribe for individual access. www.mhhe.com/iglobepreview

❖ Improved Instructor's Resources. A revised Test Bank, including questions tagged to AACSB learning standards, new PowerPoints, and an updated Instructor's Manual integrating instructions for how to teach using the in-text boxes, DVD clips, and iGLOBE segments are included on the Instructor's Resource CD.

❖ Global Business Today interactive modules, which include:

- Business Around the World. This interactive map lets students conduct research on how business is taking place in any number of various countries and regions.

- The Global Business Plan, which helps students take their knowledge one step farther into applications, allowing them to build their own business plan one section at a time to prepare for entering a foreign market.

- Global Business Today exercises, which help bring difficult concepts such as Hofstede's Study, PPP, and Balance of Payments to life.

- Video Cases, which showcase issues in international business and include critical-thinking questions that can be printed out and turned in to the instructor to demonstrate understanding.

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Chapter 5 International Trade Theory
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Chapter 14 Global Production, Outsourcing, and Logistics
Chapter 15 Global Marketing and R & D
Chapter 16 Global Human Resource Management

International Edition

INTERNATIONAL BUSINESS
6th Edition

By Charles W L Hill, University of Washington

2007 (March 2006) / 768 pages
ISBN-13: 978-0-07-326071-6 / MHID: 0-07-326071-1
ISBN-13: 978-0-07-110912-3 / MHID: 0-07-110912-9
[IE with OLC & PowerWeb Card]

Market-defining since it was first introduced, International Business 6e by Charles W. L. Hill, continues to set the standard for international business textbooks. In writing the book, Charles Hill draws on his experience in teaching, writing, and global consulting to create the most thorough, up-to-date, and thought-provoking text on the market. Because many issues in international business are complex, the text explores the pros and cons of economic theories, government policies, business strategies, organizational structures, etc. Hill's: International Business is known for its strong emphasis on strategy, and for maintaining a tight integrated flow between chapters. Hill's book is practical in nature, focusing on the managerial implications of each topic on the actual practice of international business. The author's passion and enthusiasm for the international business arena is apparent on every page as he strives to make important theories interesting, informative, and accessible to all students.

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Part 1 Introduction and Overview.
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Chp. 3 Differences in Culture.
Chp. 4 Ethics in International Business.
[Cases: Nike: The Sweatshop Debate/Qualcomm's Chinese Odyssey/Etch-a-Sketch Ethics]
Part 3 The Global Trader and Investment Environment.
Chp. 5 International Trade Theory.
Chp. 6 The Political Economy of International Trade.
Chp. 7 Foreign Direct Investment.
Chp. 8 The Political Economy of Foreign Direct Investment.
Chp. 9 Regional Economic Integration.
[Cases: Agricultural Subsidies and Development / Boeing versus Airbus: Two Decades of Trade Disputes/The Politics of Trade in Steel/ Dixon Ticonderoga: Victim of Globalization?/ Drug Development in the European Union]

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Part 4 The Global Monetary System.
Chp. 10 The Foreign Exchange Market.
Chp. 11 The International Monetary System.
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Chp. 13 The Organization Of International Business.
Chp. 14 Entry Strategy and Strategic Alliances.
[Cases: 3M in the New Millennium: Innovations and Globalization/ Restructuring Exide/Toyata; The Rise of a Global Corporation]
Part 6 Business Operations.
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Chp. 16 Global Production, Outsourcing, and logistics.
Chp. 17 Global Marketing and R&D.
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2005 (Sept 2005) / 576 pages

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By William Ellet

2007 (March 2007) / 288 pages

ISBN-13: 978-1-422-10158-2 / MHID: 1-422-10158-4

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By Neale O'Connor

2006 / 296 pages

ISBN-13: 978-0-07-124738-2 / MHID: 0-07-124738-6

An Asian Publication

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c) Appreciate the significance of various managerial accounting and control techniques that can support the various forms of contracting that are used by foreign multinationals in China.

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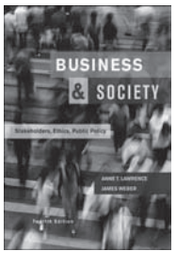
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Business, Government and Society, by Steiner and Steiner, was one of the very first books in this course area and has benefited greatly from the reputation of its authors. George Steiner, the father in this father-and-son team, is one of the pioneers in the field. The text includes coverage of all the distinct content areas and is known for its inclusion of historical background. Each chapter has three elements; (1) a beginning story to illustrate central themes, (2) explanatory text, and (3) a case study inviting debate about events related to the subject area. One of the most complete on the market, the 10th Edition of Business, Government and Society not only covers the stakeholder theory, but also covers a total of four theoretical models for analyzing the actions and duties of corporations.

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Chapter 2: John D. Rockefeller and the Standard Oil Trust
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Chapter 4: The Jack Welch Era at General Electric
Chapter 5: Marc Kasky versus Nike, Inc. (New)
Chapter 6: The Trial of Martha Stewart (New)
Chapter 7: Short Incidents for Ethical Reasoning
Chapter 8: HCA-The Healthcare Company
Chapter 9: Westar Goes to Washington (New)
Chapter 10: The FDA and Tobacco Regulation
Chapter 11: Microsoft Corporation and Antitrust
Chapter 12: Union Carbide Corporation and Bhopal
Chapter 13: The World Trade Organization and Its Critics
Chapter 14: Owls, Loggers, and Old-Growth Forests
Chapter 15: Johns Manville Corporation and the Asbestos Nightmare
Chapter 16: Advertising Alcohol
Chapter 17: Workplace Drug Testing
Chapter 18: Adarand vs. Pena
Chapter 19: Cendant Shareholders Attack Executive Pay (New)

Business Ethics

NEW

International Edition

AN INTRODUCTION TO BUSINESS ETHICS
3rd Edition

By Joseph DesJardins, College of Saint Benedict

2009 (April 2008) / 304 pages
ISBN-13: 978-0-07-338658-4 / MHID: 0-07-338658-8
ISBN-13: 978-0-07-126339-9 / MHID: 0-07-126339-X [IE]

Since its inception An Introduction to Business Ethics, by Joseph Desjardins has been a cutting-edge resource for the business ethics course. Desjardin's unique approach encompasses all that an introductory business ethics course is, from a multidisciplinary perspective. It offers critical analysis and integrated perspective of philosophy with management, law, economics, and public policy.

NEW TO THIS EDITION

❖ Students can purchase a cost-saving alternative to their traditional printed textbook with a Zinio ebook.

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FEATURES

❖ Cases and examples have been updated throughout to provide a more "real world" approach to learning and teaching business ethics. Now included are new discussions of Wal-Mart, Nike, sweatshops, pharmaceutical safety and advertisements, the University of Michigan affirmative action case, as well as expanded discussions of Enron and other recent corporate scandals.

❖ Chapter one has been significantly re-written to provide more clarity and thorough introduction to the field of business ethics.

❖ Chapter two now provides better clarity on the practical relevance of ethical theories.

❖ Pedagogical improvements for each chapter include chapter objectives, concluding reflections on the opening discussion case, as well as more discussion and chapter review questions.

❖ The chapter on international business examines in depth the ethical debates surrounding the issues of globalization and international trade.

❖ Each chapter begins with a Case Study, providing immediate application of business ethics topics.

❖ The diversity of the field is recognized in the perspectives of management, employees, consumers, owners, and citizens.

❖ A unique chapter is devoted to questions of the meaning and value of work itself – questions which have only recently begun to attract the attention of business ethicists.

❖ Chapter 6 on employment issues discusses the Enron case and organizes a commonly disorganized group of issues (professional responsibility, conflicts of interest, trust, loyalty, whistle-blowing, insider trading, honesty) into a more coherent treatment of employee responsibilities.

❖ A two-chapter treatment of marketing ethics provides a distinctive introduction to the field.

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Whistleblowing
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11.7 Democracy, Cultural Integrity, and Human Rights
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NEW

ANNUAL EDITIONS: BUSINESS ETHICS 08/09
20th Edition

By John Richardson, Pepperdine University-Los Angeles
2009 (February 2008) / 240 pages
ISBN-13: 978-0-07-352849-6 / MHID: 0-07-352849-8

http://www.mhcls.com/text-data/catalog/0073528498.mhtml

This Twentieth Edition of ANNUAL EDITIONS: BUSINESS ETHICS 07/08 provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an instructor's resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

(Details unavailable at press time)

NEW

International Edition



BUSINESS ETHICS

By Andrew Ghillyer, Argosy University Tampa

2008 (December 2006) / 448 pages
ISBN-13: 978-0-07-340304-5 / MHID: 0-07-340304-0
ISBN-13: 978-0-07-110131-8 / MHID: 0-07-110131-4 [IE]

http://mhhe.com/ghillyer1e

This book provides assistance to employees by taking a journey through the challenging world of business ethics at the ground level of the organization rather than flying through the abstract concepts and philosophical arguments at the treetop level. By examining issues and scenarios that relate directly to their work environment (and their degree of autonomy in that environment), employees can develop a clearer sense of how their corporate code of ethics relates to operational decisions made on a daily basis.

FEATURES

❖ Progress Questions. (16 per chapter) Positioned throughout the chapter to underline key points in the material to reinforce learning outcomes and promote the retention of the content.

❖ Thought-provoking Cases. Within each chapter provide additional illustrations of the concept being reviewed.

❖ End of Chapter Material. Review questions are provided at the end of the chapter to demonstrate comprehension of the material along with review and team exercises to further encourage the exploration of more active participation and debate of the material.

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❖ Discussion cases. Topical and relevant to each chapter, (with questions) they allow application of the chapter content to other case scenarios.

❖ Comprehensive Supplements. Full complement of supplemental material—instructor's manual, test bank, powerpoints, and videos.

❖ Frontline Focus Boxes. Appear in each chapter to present real-life hypothetical scenarios that resonate with frontline employees.

CONTENTS

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Chapter 2: Defining Business Ethics
Section II: The Practice Of Business Ethics
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Chapter 4: Corporate Social Responsibility
Chapter 5: Corporate Governance
Chapter 6: The Role Of Government
Chapter 7: Blowing The Whistle
Chapter 8: Ethics & Technology
Section III: The Future Of Business Ethics
Chapter 9: Ethics & Globalization
Chapter 10: Making It Stick: Doing What's Right
Appendix

NEW

International Edition



BUSINESS ETHICS
Decision-Making for Personal Integrity and Social Responsibility

By Laura Hartman, DePaul University and Joseph DesJardins, College of St Benedict

2008 (March 2007) / 512 pages
ISBN-13: 978-0-07-313686-8 / MHID: 0-07-313686-7
ISBN-13: 978-0-07-126460-0 / MHID: 0-07-126460-4 [IE]

http://www.mhhe.com/busethics

Hartman/DesJardins Buseinss Ethics is designed to prepare the student to apply an ethical decision-making model, not only in this ethics course but throughout her or his business discipline. This model teaches students ethical skills, vocabulary, and tools to apply in everyday business decisions and throughout their business courses. The authors speak in a sophisticated yet accessible manner while teaching the fundamentals of business ethics. Hartman's professional background in law and her teaching experience in business curriculum, combined with DesJardins' background in philosophy results in a broad language, ideal for this approach and market. The authors' goal is to engage the student by focusing on cases and business scenarios that students already find interesting. Students are then asked to look at the issues from an ethical perspective. Additionally, its focus on AACSB requirements makes it a comprehensive business ethics text for business school courses.

FEATURES

❖ Broad, sophisticated language that results in an accessible, manageable approach to teaching and learning the fundamentals of business ethics

❖ Demonstrates how ethics plays into each business area, from marketing to corporate governance to impact on environment. It teaches students relevant theory, as well as the decision-making process for applying what they learn to the real world.

❖ Decision Points is a pedagogical feature that reinforces the AACSB focus on demonstrating student learning. This feature teaches ethics as a method for leadership decision making in everyday business decisions by presenting real-life business situations and encouraging students to make the call. Each chapter opens with a decision point that is then resolved at the end of the chapter. Decision points are also sprinkled throughout each chapter as a way to help refine students' critical thinking skills.

❖ Reality Checks highlight real-life situations of business applications. They are examples of how these particular processes are applied in a timely – straight from the headlines – business situation.

❖ Readings and scenarios are often drawn from current headlines, are relevant to students' experiences and are chosen to offer a compelling additional perspective to the business environment.

❖ Varied end-of-chapter problems address a variety of teaching and learning styles through web problems, challenging scenarios, projects and short answer questions.

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3. Philosophical Ethics and Business
4. The Corporate Culture: Impact and Implications
5. Corporate Social Responsibility
6. Ethical Decision-Making: Employer Responsibilities and Employee Rights
7. Ethical Decision-Making: Technology and Privacy in the Workplace
8. Ethics and Marketing
9. Business, the Environment and Sustainability
10. Ethical Decision-Making: Corporate Governance, Accounting, and Finance

NEW

International Edition



THE ETHICS OF MANAGEMENT
6th Edition

By La Rue Tone Hosmer, University of Michigan-Ann Arbor

2008 (October 2007) / 192 pages
ISBN-13: 978-0-07-340503-2 / MHID: 0-07-340503-5
ISBN-13: 978-0-07-126356-6 / MHID: 0-07-126356-X [IE]

http://www.mhhe.com/hosmer6e

It is often said that ethics is essential for leadership; Hosmer argues that leadership is also essential for ethics. The theme of The Ethics of Management, Sixth Edition, is that business firms today operate in a competitively intense, technologically complex and culturally diverse global economy. Pressures to dodge issues and cut corners are greater than ever before. The Ethics of Management by LaRue Hosmer provides a very explicit three-part framework to analyze those problems by combining economic outcomes, legal requirements and ethical principles. Students will learn how to convincingly present their moral point of view to others in order to jointly serve their companies, protect their careers, and improve their societies.

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NEW TO THIS EDITION

❖ Discussion of Increases in Competitive Pressures: Ethical problems go beyond the financial industry. Since the last edition, ethical problems spread to other sectors, including the pharmaceutical, electronics, insurance, and accounting industries. New discussion and examples of such downfalls are featured in the Sixth Edition. Profiled companies include Merck and Guidant, Hewlett Packard, Aetna, UnitedHeath, WellPoint, and KPMG.

❖ Discussion of Increases in Diverse Standards: It is important to recognize that in today's global economy, students will work with people from different cultures, whose norms, beliefs and values are different. It is no longer enough for an employee to decide what he or she will do based upon his or her personal moral standards. He or she must logically convince others, who frequently have different norms, beliefs and values, in order to save his or her career. The Sixth Edition explains that logically convincing others requires a logical pattern of analysis that combines economic outcomes, legal restrictions and ethical principles.

❖ New Cases: Moving away from the earlier financial manipulations of Enron, Tyco and WorldCom, the Sixth Edition includes cases focusing on new cover-ups of product defects (Merck), the design of tax schemes (KPMG), and the tolerance of environmental harm (Texas Utilities).

CONTENTS

Chapter 1: Moral Problems in Business Management
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Chapter 5: Why Should a Business Manager Be Moral?
Chapter 6: How Can A Business Organization be Made Moral?



TAKING SIDES: CLASHING VIEWS IN BUSINESS ETHICS AND SOCIETY
10th Edition

By Lisa Newton and Maureen Ford of Fairfield University

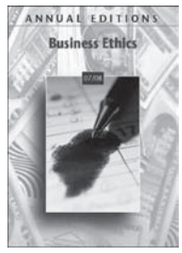
2008 (October 2007) / 432 pages
ISBN-13: 978-0-07-352727-7 / MHID: 0-07-352727-0

Website: *http://www.mhcls.com/text-data/catalog/0073527270.mhtml*

This Tenth Edition of TAKING SIDES: CLASHING VIEWS IN BUSINESS ETHICS AND SOCIETY presents current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with an issue summary, an issue introduction, and a postscript. An instructor's manual with testing material is available for each volume. USING TAKING SIDES IN THE CLASSROOM is also an excellent instructor resource with practical suggestions on incorporating this effective approach in the classroom. Each TAKING SIDES reader features an annotated listing of selected World Wide Web sites and is supported by our student website, www.mhcls.com/online.

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ANNUAL EDITIONS: BUSINESS ETHICS 07/08
19th Edition

By John Richardson, Pepperdine University - Los Angeles

2008 (March 2007) / 240 pages
ISBN-13: 978-0-07-352845-8 / MHID: 0-07-352845-5
McGraw-Hill/Dushkin Title

http://www.mhcls.com/text-data/catalog/0073528455.mhtml

This Nineteenth Edition of ANNUAL EDITIONS: BUSINESS ETHICS 07/08 provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an instructor's resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

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New! 44. The True Measure of a CEO

International Edition

BUSINESS ETHICS
A Global and Managerial Perspective, 2nd Edition

By David J Fritzsche, Pennsylvania State University - Malvern
2005 / 240 pages
ISBN-13: 978-0-07-249690-1 / MHID: 0-07-249690-8
ISBN-13: 978-0-07-124987-4 / MHID: 0-07-124987-7 [IE]

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International Edition

PERSPECTIVES IN BUSINESS ETHICS
3rd Edition

By Laura Hartman, DePaul University
2005 / 816 pages
ISBN-13: 978-0-07-288146-2 / MHID: 0-07-288146-1
ISBN-13: 978-0-07-123826-7 / MHID: 0-07-123826-3 [IE]

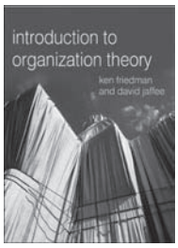
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7: Ethics in Finance and Accountancy
8: Ethical Implications of Technology

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Organization Theory

NEW



INTRODUCTION TO ORGANIZATIONAL THEORY 2nd Edition

By Ken Friedman and David Jaffee, University of North Florida

2008 (February 2008) / 448 pages
ISBN-13: 978-0-07-711418-3 / MHID: 0-07-711418-3
McGraw-Hill UK Title

This European edition of Introduction to Organisation Theory provides a comelling introduction to the subject, analysing the development and evolution of organisational theories, forms and practices. Using up-to-date European examples and applications from a wide variety of organisations, this text emphasises the tensions, contradictions and paradoxes inherent in all organisational arrangements. In addition to the classic themes such as scientific management, human relations, rational bureaucratic models and environmental models Introduction to Organisation Theory explores emerging organisational forms based on lean production, networks, information technology, corporate cultures, commodity chains, and post-modernism.

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International Edition

ORGANIZATIONAL THEORY Tension and Change

By David Jaffee, University of North Florida

2001
ISBN-13: 978-0-07-234166-9 / MHID: 0-07-234166-1
(Out of Print)
ISBN-13: 978-0-07-118962-0 / MHID: 0-07-118962-9 [IE]

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Organization Development

International Edition

ORGANIZATION DEVELOPMENT AND TRANSFORMATION
Managing Effective Change, 6th Edition

By Wendell French and Cecil H Bell of University of Washington and Robert A Zawacki, University of Colorado-Boulder

2005 / 516 pages
ISBN-13: 978-0-07-248167-9 / MHID: 0-07-248167-6
ISBN-13: 978-0-07-111266-6 / MHID: 0-07-111266-9 [IE]

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43 Seven Practices Of Successful Organizations
44 The New Agenda For Organization Development

Change

NEW

International Edition

MANAGING ORGANIZATIONAL CHANGE
A Multiple Perspectives Approach, 2nd Edition

By Ian Palmer, University of Technology, Richard Dunford, Macquarie University and Gib Akin, University of Virginia-Charlottesville

2008 (January 2008) / 400 pages
ISBN-13: 978-0-07-340499-8 / MHID: 0-07-340499-3
ISBN-13: 978-0-07-126373-3 / MHID: 0-07-126373-X [IE]

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Chapter 7 Implementing Change: Organization Development, Appreciative Inquiry and Sense-making Approaches
Chapter 8 Implementing Change: Change Management, Contingency and Processual Approaches
Chapter 9 Linking Vision and Change
Chapter 10 Strategies for Communicating Change
Chapter 11 Skills for Communicating Change
Chapter 12 Consolidating Change

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CHANGE MANAGEMENT
A Critical Perspective

By Mark Hughes

2006 (March 2006) / 320 pages
ISBN-13: 978-1-843-98070-4 / MHID: 1-843-98070-3
McGraw-Hill UK CIPD Title

In recent years change has come to the forefront of management thinking because it is seen as an integral part of how companies survive and grow in competitive markets. How and why change occurs and how this process can be managed effectively is a complex subject area. This text seeks to offer a critical perspective that challenges all the main assumptions whilst ensuring that the complexity of the subject remains clear, and the key concepts are accessible. It is designed to cover all the key elements of change, looking not just at an organisational and team level but also at the individual. It includes a range of pedagogical features including case studies, examples, chapter objectives, exercises, chapter conclusions and further reading suggestions, designed to make this traditionally complex area more student-friendly.

CONTENTS

Introduction
History and Change Management
Classifying Change
Causes and Contexts of Change
Strategic Change
Changing Organisational Forms
Cultural Change
Technological Change
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Resistance to Change
Group and Team Based Change
Leading Change
Communicating Change
Control and Change
Learning and Change
Conclusions
References

International Edition

MANAGING CHANGE

By Ian Palmer, Richard Dunford and Gib Akin, University of Virginia—Charlottesville

2006 / 416 pages
ISBN-13: 978-0-07-249680-2 / MHID: 0-07-249680-0
ISBN-13: 978-0-07-123838-0 / MHID: 0-07-123838-7 [IE]

Managing Organizational Change, by Palmer/Dunford/Akin, provides managers with an awareness of the issues involved in managing change, moving them beyond "one-best way" approaches and providing them with access to multiple perspectives that they can draw upon in order to enhance their success in producing organizational change. These multiple perspectives provide a theme for the text as well as a framework for the way each chapter outlines different options open to managers in helping them to identify, in a reflective way, the actions and choices open to them. The authors favor using multiple perspectives to ensure that change managers are not trapped by a "one-best way" of approaching change which limits their options for action. Changing organizations is as messy as it is exhilarating, as frustrating as it is satisfying, as muddling-through and creative a process as it is a rational one. This book recognizes these tensions for those involved in managing organizational change. Rather than pretend that they do not exist it confronts them head on, identifying why they are there, how they can be managed and the limits they create for what the manager of organizational change can achieve.

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Chapter 1 Introduction: Stories of Change
Chapter 2 Images of Managing Change
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Chapter 11 Skills for Communicating Change
Chapter 12 Consolidating Change

CHANGE MANAGEMENT

By Radha Sharma, Management Development Institute-Gurgaon

2006 (October 2006)
ISBN-13: 9780-07-063586-9 / MHID: 0-07-063586-2
McGraw-Hill India Title

This resource book is an endeavour to present a cogent and updated account of change management encompassing the concepts, recent trends, research and practice, bottlenecks and methods of overcoming these with illustrations of organisations from different sectors (including the government) that have successfully embraced different aspects of change. The book split into 7 parts, contains analysis of contemporary forces of change, various theoretical perspectives, models of change, role of change agents and leadership competencies, mechanisms underlying resistance to change, nuances of implementing change and developing appropirate culture and cultural intelligence. With its comprehenisve coverage of critical dimensions of change in a scholarly but lucid manner, the book would cater to the needs of academics (students, research scholars and faculty), practitioners (managers from public and private sectors and corporate leaders) and trainers interested or engaged in change management.

CONTENTS

1.Change: An Introduction
2.Macro Perspectives on Organizational Chenge
3.Models of Change
4.Resistance to Organizational Change
5.Roles of Change Agents & Leadership
6.Implementing Organizational Change
7.Organisational Culture & Change

International Edition

MANAGING CHANGE
Text and Cases, 2nd Edition

By Todd Jick, Havard Business School and Maury Peiperl, London Business School

2003 / 480 pages
ISBN-13: 978-0-256-26458-6 / MHID: 0-256-26458-9
ISBN-13: 978-0-07-112220-7 / MHID: 0-07-112220-6 [IE]

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MODULE 1 Forces for Change
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MODULE 3 Implementing Change

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MODULE 4 The Recipients of Change
MODULE 5 Leading Change: The Personal Side
MODULE 6 Continuous Change

Leadership

NEW

International Edition

LEADERSHIP
Enhancing the Lessons of Experience, 6th Edition

By Richard Hughes and Robert Ginnett of Center for Creative Leadership and Gordon Curphy

2009 (February 2008) / 600 pages
ISBN-13: 978-0-07-340504-9 / MHID: 0-07-340504-3
ISBN-13: 978-0-07-126359-7 / MHID: 0-07-126359-4 [IE]

http://www.mhhe.com/hughes6e

(Details unavailable at press time)

NEW



ROUNDTABLE VIEWPOINTS: ORGANIZATIONAL LEADERSHIP

By Joyce Huth Munro, American Association of Colleges for Teacher Education and Elaine Green, Chestnut Hill College

2008 (April 2007) / 240 pages
ISBN-13: 978-0-07-352782-6 / MHID: 0-07-352782-3
A McGraw-Hill/Dushkin Title

http://www.mhcls.com/text-data/catalog/0073527823.mhtml

Roundtable Viewpoints: Organizational Leadership Offers Varying Perspectives On Important Issues And Provides Readers With Balanced And Fair Coverage Of A Topic To Form Their Own Opinion Or To Support Their Research. This Reader Is Designed To Address A Number Of Different Issues Regarding Organizational Leadership. Each Issue Question Is Relevant To The Topic And Guides Readers Through The Readings. The Controversy And Different Views Among The Captivating Readings Is Readily Apparent To The Reader And Stimulates Discussion. The 3-5 Selections Per Issue Are Current, Culled From A Variety Of Sources, And Relate To The Most Popular Issues Surrounding The Topic. In Addition To The Issue Questions And Selections, **Roundtable Viewpoints: Organizational Leadership** Includes An Issue Introduction; Summary/overview; Highlights; Critical Thinking; Challenge Questions; And Additional Reading And/or Websites.

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Issue 4 Does Organizational Culture Link to Success or Profitability?
Issue 5 How Can Leaders Capitalize On Diversity in the Workplace?
Issue 6 How Is Globalization Affecting Organizations Around the World?
Part 2 Operational Issues in Organizational Leadership?
Issue 7 How Can a Systems Approach Help Organizational Leaders?
Issue 8 What Performance Measures Should an Organizational Leaders Consider Today?
Issue 9 Has Strategic Planning Been Left Behind?
Issue 10 How Will Organizations Function In The Future?

NEW

International Edition

LEADERS AND THE LEADERSHIP PROCESS 5th Edition

By Jon Pierce and John Newstrom of University of Minnesota-Duluth

2008 (November 2007) / 544 pages
ISBN-13: 978-0-07-353028-4 / MHID: 0-07-353028-X
ISBN-13: 978-0-07-126376-4 / MHID: 0-07-126376-4 [IE]

http://www.mhhe.com/pierce5e

Pierce and Newstrom's Leaders and the Leadership Process, 5e is a collection of readings, self-assessments, case studies and experiential exercises on leadership intended to give students a feel for the breadth and richness of this study. The book is organized in to two parts: Part One, divided into 15 chapters, presents a set of readings that will help students understand leaders and the leadership process. Part Two provides readers with additional opportunities to explore leaders and the leadership process via cases, incidents and exercise, which are intended to supplement the conceptual material. Leaders and the Leadership Process, 5e provides students with a sense of the complexity associated with leadership in organizations as well as an understanding of the pieces that serve to define leadership. Self-assessments, which begin most chapters of the book, encourage students to look at their own personal leadership style. The authors use this combination of readings, self-assessments, and applications to create a "leadership mosaic"--one that encourages students to examine the concepts, propositions, perspectives, and theories individually as it builds towards the student's ultimate unique leadership mosaic.

NEW TO THIS EDITION

- Readings and figures were updated throughout the Fifth Edition to bring fresh new perspectives on leadership; new reading topics include:
- Ethical Leadership;
- Leader Emergence and Gender Roles in All-Female Groups;
- Relationships Between Leader Reward and Punishment Behavior;
- Group Processes and Productivity;
- Leader Self-Sacrifice and Leadership Effectiveness;
- Meta-Analysis of the Relationship Between Kerr and Jermier's

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Substitutes for Leadership and Employee Job Attitudes, Role Perceptions, and Performance;

❖ The two faces of leadership: considering the dark side of leader-follower dynamics.

❖ Material on Transformational Leadership, now Chapter 13, was significantly updated and rewritten to reflect changes in this area. New readings include:

❖ Dimensions of transformational leadership: Conceptual and empirical extensions;

❖ The role of collective efficacy in the relations between transformational leadership and work outcomes;

❖ Leader-member exchange as a mediator of the relationship between transformational leadership and followers' performance and organizational citizenship behavior.

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hapter 7 Leadership and Leader Behaviors
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Chapter 9 Leadership in the Cross-cultural Context
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Epilogue –Does Leader Imposed Leadership Really Make a Difference? APPENDIX A Reading the Scientific Literature: A Tutorial
PART TWO BEYOND THE THEORY AND EMPIRICISM AND INTO THE PRACTICE OF LEADERSHIP

International Edition

THE ART OF LEADERSHIP
2nd Edition

By George Manning and Kent Curtis of University of Northern Kentucky

2007 (November 2005) / 384 pages
ISBN-13: 978-0-07-299568-8 / MHID: 0-07-299568-8
ISBN-13: 978-0-07-110700-6 / MHID: 0-07-110700-2 [IE]

http://www.mhhe.com/manning2e

The Art of Leadership uses a highly interactive approach to explore Leadership Development. By blending behavior theory, practical application, and personalized learning, students are encouraged to develop their full potential as a leader and to become the kind of leader they always wanted to have. The book can be described as more than just a textbook. Rather, it is a "learning" book which actively involves the reader in the learning process. The text's applied approach combines behavior theory with business practice, as each chapter focuses on central concepts and skills in an important area of leadership development. The book is made more valuable and the impact is made greater by the self-evaluation questionnaires and practical exercises that are used for personal development and class involvement. In this way, readers are equipped to engage with all that the text offers. The Art of Leadership retains the most popular topics and exercises of the previous edition and adds timely subjects and new activities to make the book fresh, alive, and interesting for leaders in today's workplace. It teaches concepts, principles, and skills of leadership in a way that is appropriate for both new and experienced leaders, as well as for the everyday person who must influence others to get things done.

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Chapter Six: The Motive to Lead
Chapter Seven: Organizational Climate
Part Three: The Importance of Ethics
Chapter Eight: Leadership Ethics Chapter Nine: The Role of Values
Chapter Ten: Ethics at Work
Part Four: The Empowerment of People
Chapter Eleven: Leadership Authority
Chapter Twelve: Empowerment in the Workplace
Chapter Thirteen: The Quality Imperative
Part Five: Leadership Principles
Chapter Fourteen: Effective Leadership
Chapter Fifteen: Human Relations
Chapter Sixteen: The Team Concept
Part Six: Understanding People
Chapter Seventeen: Human Behavior
Chapter Eighteen: The Art of Persuasion
Chapter Nineteen: The Diversity Challenge
Part Seven: Multiplying Effectiveness
Chapter Twenty: Effective Delegation
Chapter Twenty-one: How to Assign Work
Chapter Twenty-two: The Role of Personality
Part Eight: Developing Others
Chapter Twenty-three: The Leader as Teacher
Chapter Twenty-four: Helping People Through Change
Chapter Twenty-five: Burnout Prevention
Part Nine: Performance Management
Chapter Twenty-six: Managing Performance
Chapter Twenty-seven: Professional Performance
Chapter Twenty-eight: Sustaining Discipline
Conclusion: Challenge and Charge

International Edition

LEADERSHIP
The Art of Experience, 5th Edition

By Richard Hughes and Robert Ginnett of Center for Creative Leadership and Gordon Curphy, The Blandin Foundation

2006 / 640 pages
ISBN-13: 978-0-07-288120-2 / MHID: 0-07-288120-8
ISBN-13: 978-0-07-124453-4 / MHID: 0-07-124453-0 [IE]

http://www.mhhe.com/hughes5e

Leadership: The Art of Experience, Fifth Edition, is written for the general student to serve as a stand-alone introduction to the subject of leadership. The text consists of 13 chapters and a final section on Basic and Advanced Leadership Skills. Authors Hughes, Ginnett, and Curphy have drawn upon three different types of literature: empirical studies; interesting anecdotes, stories and findings; and leadership skills to create a text that is personally relevant, interesting and scholarly. The authors' unique quest for a careful balancing act of leadership materials help students apply theory and research to their real-life experiences.

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I BELIEVE I CAN FLY
The Story of Xinmin

By Koh William

2002 (November 2002)
ISBN-13: 978-0-07-123006-3 / MHID: 0-07-123006-8

An Asian Publication

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Chapter 1: Introduction and a Brief History of Xinmin
Chapter 2: The First Transformation of Xinmin, 1992–1997
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About the Author

Negotiation

HOW TO NEGOTIATE ANYTHING WITH ANYONE ANYWHERE AROUND THE WORLD
3rd Edition

By Frank Acuff

2008 (March 2008) / 320 pages
ISBN-13: 978-0-8144-8066-3 / MHID: 0-8144-8066-7

A Professional Reference Title

The ups and downs of negotiating are challenging enough at home. Put yourself in another country -- where the customs and conventions are often radically different -- and you've got a recipe for awkwardness and confusion at best, disappointment and disaster at worst. That's why you need this new, expanded editoin of *How to Negotiate Anything With Anyone Anywhere Around the World*. It will provided you with the saavy you need to negotiate with fitnesse and ease, no matter where you are. Now updated to reflect changes in the international scene and geared toward businesspeople of any nationality (rather than focusing strictly on Americans), this timely guide is packed with specific how-to information on negotiating in over 55 countries. Organized in an easy-to-access, quick-reference format, the author provides vital and interesting information about every country, including

- basic facts about the country
- details about greetings
- conversation topics to use and to avoid
- special sensitivities
- entertaining customs
- gender issues
- table manners
- and, of course, lots of key negotiation pointers and winning strategies.

If you do business abroad, this A to Z (Argentina to Zimbabwe, in this case!) negotiation manual should be packed in your suitcase. It will be your passport to worldwide negotiation skills -- and greater business success.

International Edition

ESSENTIALS OF NEGOTIATION
4th Edition

By Roy J. Lewicki, Ohio State University, David M. Saunders, University of Calgary, Bruce Barry, Vanderbilt University — Nashville and John W. Minton, Havatar Associates

2007 (June 2006) / 288 pages
ISBN-13: 978-0-07-310276-4 / MHID: 0-07-310276-8
ISBN-13: 978-0-07-125427-4 / MHID: 0-07-125427-7 [IE]

http://www.mhhe.com/lewickinegotiation

ESSENTIALS OF NEGOTIATION, 4e is a short paperback derivative from the main text, NEGOTIATION, 5e. It explores the major concepts and theories of the psychology of bargaining and negotiation, and the dynamics of interpersonal and inter-group conflict and its resolution. Fourteen of the 20 chapters from the main text have been included (about half have been shortened by about 1/3) for this volume. Chapters are shortened by removing more 'academic' material and some of the boxes. This effectively leaves the message and theories

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of negotiation intact.

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Chapter 1 – The Nature of Negotiation.
Chapter 2 – Strategy and Tactics of Distributive Bargaining.
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Chapter 4 – Negotiation, Strategy and Planning.
Chapter 5 – Perception, Cognition and Emotion.
Chapter 6 – Communication.
Chapter 7 – Finding and Using Negotiation Power.
Chapter 8 – Influence.
Chapter 9 – Ethics in Negotiation.
Chapter 10 – Relationships in negotiation.
Chapter 11 – Multiple Parties and Teams.
Chapter 12 – International and Cross-cultural Negotiation.
Chapter 13 – Managing Negotiation Impasses.
Chapter 14 – Best Practices in Negotiation

International Edition

NEGOTIATION
Readings, Exercises and Cases, 5th Edition

By Roy Lewicki, Ohio State University, David Saunders, University of Calgary, John Minton, Pfeiffer University and Bruce Barry, Vanderbilt University

2007 (February 2006) / 768 pages
ISBN-13: 978-0-07-297310-5 / MHID: 0-07-297310-2
ISBN-13: 978-0-07-125428-1 / MHID: 0-07-125428-5 [IE]

http://www.mhhe.com/lewickinegotiations

Negotiation is a critical skill needed for effective management. NEGOTIATION: READINGS EXERCISES, AND CASES, 5/e takes an experiential approach and explores the major concepts and theories of the psychology of bargaining and negotiation, and the dynamics of interpersonal and inter-group conflict and its resolution. It is relevant to a broad spectrum of management students, not only human resource management or industrial relations candidates. It contains approximately 50 readings, 32 exercises, 9 cases and 5 questionnaires.

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Seciton 3: Negotiation Contexts.
Section 4: Individual Differences.
Section 5: Negotiation across Cultures.
Section 6: Resolving Difference.
Section 7: Summary.
Exercises.
Cases.
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International Edition

NEGOTIATION
5th Edition

By Roy Lewicki, Ohio State University, Bruce Barry, Vanderbilt University—Nashville and David Saunders, University of Calgary

2006 / 522 pages
ISBN-13: 978-0-07-297307-5 / MHID: 0-07-297307-2
ISBN-13: 978-0-07-124460-2 / MHID: 0-07-124460-3 [IE]

http://www.mhhe.com/lewickinegotation

Negotiation is a critical skill needed for effective management. NEGOTIATION 5/e explores the major concepts and theories of the psychology of bargaining and negotiation, and the dynamics of interpersonal and intergroup conflict and its resolution. It is relevant to a broad spectrum of management students, not only human resource management or industrial relations candidates.

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1. The Nature of Negotiation
2. Strategy and Tactics of Distributive Bargaining
3. Strategy and Tactics of Integrative Negotiation
4. Negotiation Strategy and Planning
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6. Communication
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17. Managing Negotiation Impasses
18. Managing Negotiation Mismatches
19. Managing Difficult Negotiations: Third Party Approaches
20. Concluding Comments

STRATEGIES FOR CROSS-CULTURAL NEGOTIATION

By Tan Joo Seng and Elizabeth NK Lim

2004 / 228 pages
ISBN-13: 978-0-07-123478-8 / MHID: 0-07-123478-0
An Asian Publication

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Chapter 3: Negotiating with the Japanese
Chapter 4: Negotiating with the Indians
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Chapter 6: The Dos and Dont's in Negotiations

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Small Business Management

NEW



ENTREPRENEURIAL SMALL BUSINESS
2nd Edition

By Jerry Katz, Saint Louis University and Richard Green, University of the Incarnate Word

2009 (January 2008) / 704 pages
ISBN-13: 978-0-07-340506-3 / MHID: 0-07-340506-X
ISBN-13: 978-0-07-721282-7 / MHID: 0-07-721282-7
(with Business Week Sub Card)

http://mhhe.com/katz2e

(Details unavailable at press time)

International Edition

ENTREPRENEURIAL SMALL BUSINESS

By Jerry Katz, St Louis University

2007 (December 2005) / 672 pages
ISBN-13: 978-0-07-296798-2 / MHID: 0-07-296798-6
ISBN-13: 978-0-07-325795-2 / MHID: 0-07-325795-8
(with Student CD and OLC)
ISBN-13: 978-0-07-110856-0 / MHID: 0-07-110856-4
[IE with OLC and Premium Card]

http://www.mhhe.com/katzesb

This book is geared to give students a clear vision of small business as it really is today. It focuses on the kinds of businesses that students might actually start, instead of giving information about high growth firms. The goals of the companies described in this text are personal independence with financial security, not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. ESB recognizes the distinction between entrepreneurs who aim to start the successor to Amazon.com or the pizza place on the corner and focuses on the challenges facing entrepreneurs, while keeping focused on the small businesses they plan to create or enter. Most postsecondary school graduates are now starting small business, not high-growth or high-tech entrepreneurial firms. This book addresses the need to focus on the distinctive nature of small business.

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Chapter 5 Paths to Part-Time Entrepreneurship
Chapter 6 Paths of Entry into Small Business
Chapter 7 Imitation with a Twist: Uniquely Small Business Strategies for Success Appendix: Industry Analysis
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Chapter 17 Protection: Handling Risks Using Management and Insurance
Part 4 Management and Organization in the Small Business
Chapter 18 Legal Issues in the Small Business
Chapter 19 Human Resource Management in the Small Business
Chapter 20 Achieving Success in the Small Business.
Appendices. Cases. Glossary. Endnotes. Photo Credits. Indexes.

International Edition

SMALL BUSINESS MANAGEMENT
An Entrepreneur's Guidebook, 5th Edition

By Leon Megginson and Mary Jane Byrd of University of Mobile and William L Megginson, University of Oklahoma-Norman

2006 / 544 pages
ISBN-13: 978-0-07-297256-6 / MHID: 0-07-297256-4
ISBN-13: 978-0-07-124464-0 / MHID: 0-07-124464-6 [IE]

http://www.mhhe.com/megginson5e

Operating any business is complex and challenging, but it provides interesting, creative, and rewarding experiences. Small Business Management, Fifth Edition, takes a practical and down-to-earth approach to planning, organizing, and running a small business. While employing current research and theory, Small Business Management takes a pragmatic "how-to" perspective illustrating many practical examples and applications from the business world. It explains how to achieve optimum benefits from the limited resources available to small firms, as well as how to plan for growth and succession in a business. It also explores arguments both for and against owning a small business. All three authors, Megginson, Byrd and Megginson, have had meaningful experiences in the "real world" as an owner, manager or employee of one or more small businesses.

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PART I The Dynamic Role Of Small Business
Chapter 1 The Growing Importance of Small Business
Chapter 2 Challenging Opportunities in Small Business
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Chapter 5 Planning, Organizing and Managing a Small Business
Chapter 6 How to Obtain the Right Financing for Your Business
PART III How To Market Goods and Services
Chapter 7 Developing Marketing Strategies
Chapter 8 Promoting and Distributing
PART IV How To Organize and Manage the Business
Chapter 9 How to Obtain and Manage Human Resources and Diversity in Small Companies
Chapter 10 Maintaining Good Relationships with Your Employees

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and Their Representatives
PART V How To Operate The Business
Chapter 11 Obtaining and Laying Out Operating Facilities
Chapter 12 Purchasing, Inventory, and Quality Control
PART VI Basic Financial Planning and Control
Chapter 13 Profit Planning
Chapter 14 Budgeting and Controlling Operations and Taxes
Chapter 15 Using Computer Technology in Small Businesses
PART VII Providing Security For The Business
Chapter 16 Risk Management, Insurance, and Crime Prevention
Chapter 17 Maintaining Good Government Relations and Business Ethics
Chapter 18 Planning for the Future of Family-Owned Businesses

Entrepreneurship

NEW



ENTREPRENEURIAL SMALL BUSINESS
2nd Edition

By Jerry Katz, Saint Louis University and Richard Green, University of the Incarnate Word

2009 (January 2008) / 704 pages
ISBN-13: 978-0-07-340506-3 / MHID: 0-07-340506-X
ISBN-13: 978-0-07-721282-7 / MHID: 0-07-721282-7
(with Business Week Sub Card)

http://mhhe.com/katz2e

(Details unavailable at press time)

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NEW

International Edition



ENTREPRENEURSHIP
7th Edition

By Robert Hisrich, University Case Western Reserve

2008 (December 2006) / 640 pages
ISBN-13: 978-0-07-321056-8 / MHID: 0-07-321056-0
ISBN-13: 978-0-07-125952-1 / MHID: 0-07-125952-X [IE]

http://www.mhhe.com/hisrich7e

Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

NEW TO THIS EDITION

❖ There is increased coverage of the entrepreneurial mindset in Chapter 2 as well as coverage of effectuation and cognition.

❖ Chapter 6 has a focus on intellectual property issues as well as legal issues. There are major updates in the laws related to patents, trademarks, and copyrights and the role of the internet as a search tool and for downloading material for filing. The material on the Sarbanes-Oxley Act has also been updated.

❖ Chapter 10, The Financial Plan, has been improved by including a simple example of a small manufacturer preparing a budget that is carried throughout the chapter to make the financial section easier for students to understand. From the budget students can see how the entrepreneur develops the proforma statements (income statement, cash flow statement, and balance sheet). All of the numbers are based on the one simple example making it much easier for students to follow and to understand how each statement is prepared. A break even is also calculated for this same example.

❖ New Chapter 15, Going Global, addresses the important area of global entrepreneurship. In this new chapter, motivations to go global are addressed and strategic issues and important considerations in going global are discussed. Entrepreneurial entry strategies in entering a new country are presented and entrepreneurial partnering is addressed.

❖ Chapter 17, Ending the Venture, has been updated to include new regulations regarding bankruptcy. There is a stronger emphasis on the succession of the business with a table on succession planning tips. In addition, the authors have added a section on "Options for Selling the Business" which includes actual steps or strategies on selling the venture.

❖ New end-of-part cases have been added (17 total cases) to make the text as current as possible. New cases include Gril-Kleen Corporation which emphasizes product development and market selection for a start-up firm, and Top Human which is a Chinese company run by a very high potential woman entrepreneur focusing on starting and expanding their business in China.

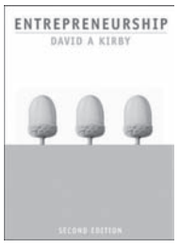
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❖ New Ethics boxes... including Ch. 6 that focuses on the legal issues related to file sharing and downloading of music

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PART 1 THE ENTREPRENEURIAL PERSPECTIVE
1 The Nature and Importance of Entrepreneurship
2 The Entrepreneurial Mind-Set
3 Entrepreneurial Intentions and Corporate Entrepreneurship
4 International Entrepreneurship Opportunities
PART 2 CREATING AND STARTING THE VENTURE
5 Creativity, the Business Idea, and Opportunity Analysis
6 Intellectual Property and Other Legal Issues for the Entrepreneur
7 The Business Plan: Creating and Starting the Venture
8 The Marketing Plan
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10 The Financial Plan
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11 Sources of Capital
12 Informal Risk Capital, Venture Capital, and Going Public
PART 4 MANAGING, GROWING, AND ENDING THE NEW VENTURE
13 Entrepreneurial Strategy: Generating and Exploiting New Entries
14 Strategies for Growth and Managing the Implications of Growth
15 Going Global 16 Accessing Resources for Growth from External Sources 17 Ending the Venture

NEW



ENTREPRENEURSHIP
2nd Edition

By David Kirby, Professor of Entrepreneurship

2008 (March 2008) / 350 pages
ISBN-13: 978-0-07-710827-4 / MHID: 0-07-710827-2
McGraw-Hill UK Title

CONTENTS

Section 1--Entrepreneurship and the Environment
Chapter 1 ~ Approaches to the Study of Entrepreneurship
Chapter 2 ~ The Role of Entrepreneurship in the Economy and Society
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Section 2--Entrepreneurship and the Person
Chapter 5 ~ The Nature, Characteristics and Behaviour of the Entrepreneur
Chapter 6 ~ Entrepreneurship, Creativity and Innovation
Chapter 7 ~ Entrepreneurship, Motivation and Leadership
Chapter 8 ~ Entrepreneurship, Team Building and Conflict Resolution
Section 3--Entrepreneurship and the Organization
Chapter 9 ~ The Entrepreneurial New Venture
Chapter 10 ~ New Venture Planning and Creation
Chapter 11 ~ Retaining Entrepreneurship as the Venture Grows
Chapter 12 ~ Intrapreneurship: Developing Entrepreneurship in Large Organizations

International Edition

ENTREPRENEURIAL SMALL BUSINESS

By Jerry Katz, St Louis University

2007 (December 2005) / 672 pages
ISBN-13: 978-0-07-296798-2 / MHID: 0-07-296798-6
ISBN-13: 978-0-07-325795-2 / MHID: 0-07-325795-8
(with Student CD and OLC)
ISBN-13: 978-0-07-110856-0 / MHID: 0-07-110856-4
[IE with OLC and Premium Card]

http://www.mhhe.com/katzesb

This book is geared to give students a clear vision of small business as it really is today. It focuses on the kinds of businesses that students might actually start, instead of giving information about high growth firms. The goals of the companies described in this text are personal independence with financial security, not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. ESB recognizes the distinction between entrepreneurs who aim to start the successor to Amazon.com or the pizza place on the corner and focuses on the challenges facing entrepreneurs, while keeping focused on the small businesses they plan to create or enter. Most postsecondary school graduates are now starting small business, not high-growth or high-tech entrepreneurial firms. This book addresses the need to focus on the distinctive nature of small business.

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Part 1 Entrepreneurs, Ideas and Plans: The Basis of Small Business
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Appendices. Cases. Glossary. Endnotes. Photo Credits. Indexes.

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International Edition

NEW BUSINESS VENTURES AND THE ENTREPRENEUR
6th Edition

By Michael Roberts, Howard H Stevenson, William Sahlman, Paul Marshall and Richard Hamermesh of Harvard Business School

2007 (June 2006) / 648 pages
ISBN-13: 978-0-07-340497-4 / MHID: 0-07-340497-7
ISBN-13: 978-0-07-125812-8 / MHID: 0-07-125812-4 [IE]

http://www.mhhe.com/roberts6e

Roberts' New Business Ventures and the Entrepreneur, 6e stands out as a text designed to guide tomorrow's entrepreneurs down the difficult road ahead. Specifically, the Roberts team addresses the entrepreneur before, during and after the decision to create a new venture. Entrepreneurs need to realize that they are assuming a managerial role- both in a product and people sense. New Business Ventures, 6e will leave students with the skills needed to grasp and implement the general managerial responsibilities required to be a successful entrepreneur. The text provides an innovative approach to teaching the core general management skills via the lens of the entrepreneur. The course upon which this book I based is now the new core required course in general management at Harvard Business School.

CONTENTS

Part I: Introduction: What is Entrepreneurship?
Chapter 1 A Perspective on Entrepreneurship
Part II: Recognizing and Analyzing Opportunity
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Chapter 3 Note on Business Model Analysis for the Entrepreneur
Chapter 4 Valuation, Financing and Capitalization Tables in the New Venture Context
Chapter 5 How Venture Capitalists Evaluate Potential Venture Opportunities
Part III: Assembling Intellectual, Human and Financial Resources
Chapter 6 The Legal Protection of Intellectual Property
Chapter 7 New Venture Financing
Chapter 8 Deal Structure and Deal Terms
Part IV: Managing the Early-Stage Venture
Chapter 9 Managing Risk and Reward in the Entrepreneurial Venture
Chapter 10 The Legal Forms of Organization
Part V: Managing Growth and Realizing Value
Chapter 11 Managing the Growing Venture

International Edition

NEW VENTURE CREATION
Entrepreneurship for the 21st Century, 7th Edition

By Jeffry A. Timmons, Babson College

2007 (March 2006) / 704 pages
ISBN-13: 978-0-07-310279-5 / MHID: 0-07-310279-2
ISBN-13: 978-0-07-328591-7 / MHID: 0-07-328591-9
(with OLC Access Card)
ISBN-13: 978-0-07-125438-0 / MHID: 0-07-125438-2 [IE]

http://www.mhhe.com/timmons7e

This new 7th Edition of New Venture Creation: Entrepreneurship for the 21st Century, is the most heavily revised edition since its existence, yet it still maintains the market defining "Timmons Model of the Entrepreneurial Process." As always, Timmons & Spinelli cover the process of getting a new venture started, growing the venture, and successfully harvesting it. Through text, case studies, and hands-on exercises, this how-to text guides students in discovering the concepts of entrepreneurship and the competencies, skills, tools, and experience to equip students to successfully launch a new venture and recognize entrepreneurial opportunities. The authors recognize that there is no substitute for actually starting a company, but believe that it is possible to expose students to many of the vital issues and immerse them in key learning experiences.

CONTENTS

Part One: The Entrepreneurial Mind for an Entrepreneurial Society.
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Chapter 2. America's Entrepreneurial Revolution Goes Global.
Part Two: The Opportunity.
Chapter 3. The Entrepreneurial Process.
Chapter 4. The Opportunity: Creating, Shaping, Recognizing, Seizing.
Chapter 5. Screening Venture Opportunities.
Chapter 6. The Business Plan.
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Chapter 7. The Entrepreneurial Manager.
Chapter 8. The New Venture Team.
Chapter 9. Personal Ethics and the Entrepreneur.
Part Four: Financing Entrepreneurial Ventures.
Chapter 10. Resource Requirements.
Chapter 11. Franchising.
Chapter 12. Entrepreneurial Finance.
Chapter 13. Obtaining Venture and Growth Capital.
Chapter 14. The Deal: Valuation, Structure, and Negotiation.
Chapter 15. Obtaining Debt Capital.
Part Five: Startup and Beyond.
Chapter 16. Managing Rapid Growth: Entrepreneurship Beyond Startup.
Chapter 17. The Family Enterprise.
Chapter 18. The Entrepreneur and the Troubled Company.
Chapter 19. The Harvest and Beyond

ENTREPRENEURSHIP AND SMALL FIRM
4th Edition

By David Deakins, University of Praisley and Mark Freel

2005 (September 2005) / 360 pages
ISBN-13: 978-0-07-710826-7 / MHID: 0-07-710826-4
McGraw-Hill UK Title

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Chapter 1: The Entrepreneur: Concepts and Evidence
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Chapter 3: Diversity in Entrepreneurship: The role of women & ethnic minorities
Chapter 4: Sources of Finance: Overview of Issues and Debt Finance
Chapter 5: Finance: VCs and BAs
Chapter 6: Innovation and Entrepreneurship
Chapter 7: Information and Communication Technologies and E-Business
Chapter 8: Growth
Chapter 9: International Entrepreneurship
Chapter 10: Family businesses
Chapter 11: Issues in Business Start-up
Chapter 12: Preparation for Business Start-up

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Entrepreneurship - Supplements

International Edition

NEW BUSINESS MENTOR 2007
7th Edition

By FastTrac

2007 (April 2006)
ISBN-13: 978-0-07-310283-2 / MHID: 0-07-310283-0 (CD)

It's your business. You want it to grow. Now there's a tool to help you. With the assistance of The New Business Mentor™ -a suite of powerful business assessment and planning tools- the process of growing your business just got easier... and smarter. The New Business Mentor empowers you to learn in a way that meets your unique needs and preferences. You can choose to have your personal business mentor guide you through the assessment and planning tools or explore the CD-ROM on your own. Either way, you'll have access to outstanding resources and solutions that inspire you to follow your entrepreneurial dreams.

NEW TO THIS EDITION

❖ Better prepare yourself and your business for success. The Business Mentor provides the tools you need to:
-Assess your business needs.
-Evaluate the feasibility of your business venture.
-Develop a plan for starting, operating, or growing your business.
-Prepare financial projections for determining feasibility, planning and financing.
-Learn more about successful business strategies.

❖ Access the information you need with The Business Mentor's powerful features.
-Easy-to-use templates, in step-by-step Q&A format, to build a feasibility or business plan.
-Microsoft Excel spreadsheets to generate reports for financial feasibility, start-up costs, financial ratios, budget assumptions and monthly cash flow.
-A personal, business mentor to guide you through the planning process, -A Mentor's Office that contains all of the CD-ROM's resources in one easy-to-access location. Search the glossary, find a valuable resource or a sample business plan, watch a video of an entrepreneur's success story... and more.

FEATURES

❖ The New Business Mentor is based on the curriculum and experience of the Kauffman Foundation's renowned FastTrac™ program, which has provided training to tens of thousands of entrepreneurs and is the winner of the 1998 U.S. Small Business Administration's Vision 2000 Models of Excellence Award for Entrepreneurial Education. Both The New Business Mentor and FastTrac™ program are supported by the Ewing Marion Kauffman Foundation.

❖ Follow The New Business Mentor's simple Question & Answer formatted templates to build, save and print a comprehensive business plan or feasibility plan. Helpful links direct you to value-added information about specific topics, including relevant resources, sample business and feasibility plans, interactive stories from successful entrepreneurs and more.

Business Policy & Strategic Management - Textbooks

NEW

International Edition

FORMULATION, IMPLEMENTATION AND CONTROL OF COMPETITIVE STRATEGY
11th Edition

By John Pearce, Villanova University

2009 (March 2008) / 384 pages
ISBN-13: 978-0-07-336812-2 / MHID: 0-07-336812-1
ISBN-13: 978-0-07-128332-8 / MHID: 0-07-128332-3 [IE]

(Details unavailable at press time)

NEW

International Edition

STRATEGIC MANAGEMENT
11th Edition

By John Pearce, Villanova University and Richard Robinson, University of South Carolina

2009 (March 2008) / 928 pages
ISBN-13: 978-0-07-338136-7 / MHID: 0-07-338136-5
ISBN-13: 978-0-07-126375-7 / MHID: 0-07-126375-6 [IE]

(Details unavailable at press time)

NEW



STRATEGIC MANAGEMENT
Creating Competitive Advantages, 4th Edition

By Gregory Dess, University of Texas at Dallas, Tom Lumpkin, Univesity of Illinois-Chicago and Alan Eisner, Pace University

2008 (November 2007) / 576 pages
ISBN-13: 978-0-07-338121-3 / MHID: 0-07-338121-7

Strategic Management: Creating Competitive Advantage, 4th Edition, by the prestigious authors Dess/Lumpkin/Eisner provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such as digital & internet strategies, innovation & corporate entrepreneurship, knowledge management, and intellectual assets. This text's accessible writing style and wealth

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of new and updated illustrations, which clarify the most difficult topics, make this text the best resource for your students.

NEW TO THIS EDITION

❖ **Learning from Mistakes** – Unlike any other text on the market, Dess/Lumpkin/Eisner's opening vignettes of every chapter feature an example of where things went wrong. Failures are interesting and easier to learn from, and students realize strategy is not just about "right or wrong" answers, but requires critical thinking. All Learning from Mistakes features are new or updated for this edition. E.g. Ch. 1: Ford's strategic mistakes with the once #1 bestselling car – Ford Taurus, and its very rapid decline in sales.

❖ **Reflecting on Career Implications** – Every chapter provides 4 – 6 examples on how understanding of key concepts helps business students early in their careers. This unique feature, located before the Summary of each chapter, shows students the immediate relevance and value of studying and understanding strategy concepts. E.g. Ch. 3 shows students how to apply the Value Chain Matrix to students own lives. "How do you as the student add value to your organization? How could you add more value?" are a great new way to engage students in this course.

❖ **More Visual Presentation of Difficult Concepts** – Our updated art program for this edition provides more exhibits and visual presentations of the complex concepts covered to support student comprehension of even the most difficult topics in every chapter.

❖ **Updated Contemporary Management Topics** – This edition has been thoroughly updated to reflect the latest management thought and research. New hot topics included in this edition include "ambidextrous behavior" (Ch. 1), potential "downside" of the balanced scorecard (Ch. 3), social networks and their implication for knowledge management and career success (Ch. 4), strategies to develop, and retain Generation Y employees (Ch. 4), and importance of protecting intellectual property (Ch. 4), "regionalization" (Ch. 7), entrepreneurial strategy and competitive dynamics (Ch. 8), "backdating" of stock options (Ch. 9), and McGrath and Keil's work on the value captor's processes (Ch. 12).

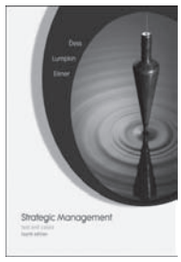
❖ **Additional Experiential Exercises** – Co-authored by our text author, two detailed experiential exercises on "Atkinson Company" and "Plastico" have been added to this edition of the text. Both have been successfully used to drive home key course concepts and have a strong "game" component that students will enjoy.

❖ **Marginal Key Terms** – Key Terms for each chapter are defined in the margins have been added to improve student understanding of core strategy concepts. The Key Terms are also listed in the end-of-chapter material with page references.

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Chapter 6 Corporate-Level Strategy: Creating Value through Diversification
Chapter 7 International Strategy: Creating Value in Global Markets
Chapter 8 Entrepreneurial Strategy and Competitive Dynamics
Part Three: Strategic Implementation
Chapter 9 Strategic Control and Corporate Governance
hapter 10 Creating Effective Organizational Designs
Chapter 11 Strategic Leadership: Creating a Learning Organization and an Ethical Organization
Chapter 12 Managing Innovation and Fostering Corporate Entrepreneurship

NEW



STRATEGIC MANAGEMENT
Text and Cases, 4th Edition

By Gregory Dess, University of Texas at Dallas, Tom Lumpkin, University of Illinois-Chicago and Alan Eisner, Pace University

2008 (November 2007) / 992 pages
ISBN-13: 978-0-07-340498-1 / MHID: 0-07-340498-5

http://www.mhhe.com/dess4e

Strategic Management: Text and Cases, 4th Edition, by the prestigious authors Dess/Lumpkin/Eisner provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such as digital & internet strategies, innovation & corporate entrepreneurship, knowledge management, and intellectual assets. The text is rounded off by rich, relevant, and teachable cases. This text's accessible writing style and wealth of new and updated illustrations, which clarify the most difficult topics, make this text the best resource for your students. The new case selections emphasize variety, currency, and familiar company names. The cases are up-to-date in terms of both financial data and strategic issues. This group of cases gives both instructors and students unparalleled quality and variety. Based on consistent reviewer feedback, these selections combine comprehensive and shorter length cases about well known companies.

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❖ **Updated Case Lineup** – This edition provides 11 new cases and the remaining have been updated as appropriate to "maximize freshness" and minimize instructor preparation time. New cases for this edition include well known companies such as Caribou Coffee, eBay in Asia, Nintendo, Rocky Mountain Chocolate Factory, and Apple.

❖ **Additional Experiential Exercises** – Co-authored by our text author, two detailed experiential exercises on "Atkinson Company" and "Plastico" have been added to this edition of the text. Both have been successfully used to drive home key course concepts and have a strong "game" component that students will enjoy.

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4. The Best-Laid Incentive Plans
5. Growing for Broke
6. Crown Cork & Seal in 1989
7. Sun Life Financial
8. Automation Consulting
9. Sears/Kmart
10. Enron
11. American Red Cross in 2002 (A)
12. Whole Foods
13. QVC
14. Ann Taylor
15. United Way
16. JetBlue Airways: Is "High Touch Service" the Key Driver for JetBlue's Success?
17. Panera Bread Company
18. Southwest Airlines: From simple to complex 'LUV'?
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20. Yahoo!
21. Heineken
22. Rocky Mountain Chocolate Factory
23. WWE
24. Procter & Gamble
25. Casino Industry
26. Samsung
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31. Wal-Mart: The Challenges of Dominance
32. FreshDirect
33. Nintendo
34. Reader's Digest
35. UPS AND FedEx in the Express Package Delivery Industry
36. Schoolhouse Lane Estates
37. General Motors
38. Ford Motor Company
39. Dippin' Dots Ice Cream
40. McDonald's

NEW

International Edition



CRAFTING AND EXECUTING STRATEGY: THE QUEST FOR COMPETITIVE ADVANTAGE Concepts and Cases, 16th Edition

By Arthur Thompson and Strickland III of University of Alabama-Tuscaloosa and John Gamble, University of South Alabama-Mobile

2008 (September 2007) / 1184 pages
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http://www.mhhe.com/thompson

Thompson, Strickland and Gambles', CRAFTING AND EXECUTING STRATEGY, 16e presents the latest research findings from the literature and cutting-edge strategic practices of companies have been incorporated to keep step with both theory and practice. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. Known for its cases and teaching notes, CRAFTING AND EXECUTING STRATEGY, 16e provides an unparalleled case line up. (1) 28 of the 31 cases are new to this edition, (2) The selection of cases is diverse, timely, and thoughtfully-crafted and complements the text presentation pushing students to apply the concepts and analytical tools they have read about. (3) Many cases involve high-profile companies. (4) And there's a comprehensive package of support materials that are a breeze to use, highly effective, and flexible enough to fit most any course design.

NEW TO THIS EDITION

❖ Total Case Update: The 16th edition provides 31 cases of which 28 are newly-written, diverse, timely, and thoughtfully-crafted cases. The 3 cases that were carried over are timeless classics that teach so exceptionally well that including them again made perfect sense: Robin Hood case, Dilemma at Devil's Den and Smithfield Foods.

❖ Unparalleled Case Lineup: The case lineup provided with this text is unmatched in its diversity, timeliness, and selection of thoughtfully-crafted cases.

❖ Diversity in the length of cases: Close to a fourth are under 15 pages, yet offer plenty for students to chew on; about a fourth are medium-length cases; and the remainder are detail-rich cases that call for more sweeping analysis.

❖ Diversity in selection of Company Size/Industry/Origin: 2 "dot-com" and 2 cases involving companies with big online operations, thus giving students ample opportunity to wrestle with e-commerce strategy issues. 5 cases are dealing with the strategic problems of family-owned or relatively small entrepreneurial businesses. 22 cases

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involving public companies about which students can do further research on the Internet. Scattered throughout the lineup are 13 cases concerning non-U.S. companies, globally competitive industries, and/or cross-cultural situations; these cases, in conjunction with the globalized content of the text chapters, provide abundant material for linking the study of strategic management tightly to the ongoing globalization of the world economy.

❖ Companies with quick technology developments: At least 8 cases that will provide students with insight into the special demands of competing in industry environments where technological developments are an everyday event, product life cycles are short, and competitive maneuvering among rivals comes fast and furious.

❖ The lineup includes over 20 cases where company resources and competitive capabilities play as large a role in the strategy-making, strategy-executing scheme of things as industry and competitive conditions.

❖ At least 25 of the 31 cases involve companies, products, or people that students are familiar with.

❖ Author written cases: 13 of the 31 cases have been crafted by Art Thompson and/or John Gamble.

❖ CaseTutor™ provides analytically-structured exercises for the 11 cases with the Case-TUTOR™ logo—these 11 "case preparation exercises" coach students in doing the strategic thinking needed to arrive at solid answers to the assignment questions for that case. Conscientious completion of the case preparation exercises helps students gain quicker command of the concepts and analytical techniques and points them toward doing good strategic analysis. Case-TUTOR™ is available as Premium contents on the Student Online Learning Center at www.mhhe.com/thompson and in the Enhanced Cartridge available for your Blackboard or WebCT course.

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International Edition

FORMULATION, IMPLEMENTATION AND CONTROL OF COMPETITVE STRATEGY 10th Edition

By John Pearce, Villanova University, and Richard Robinson, University of South Carolina

2007 (December 2005) / 488 pages
ISBN-13: 978-0-07-305438-4 / MHID: 0-07-305438-0
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http://www.mhhe.com/pearce10e

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout this 13-chapter book. Pearce and Robinson's FORMULATION, IMPLEMENTATION AND CONTROL, 10e, retains its high level of academic credibility and its market-leading emphasis on Strategic Practice. The material presented here is the text material that can be found in STRATEGIC MANAGEMENT, 10e (text and cases). It continues to have strong support from longtime adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. An abundance of real world examples from current periodicals such as BusinessWeek about companies familiar to students, permeate the text. Pearce and Robinson continue to use a unique pedagogical model created by the authors to provide logic and structure to its treatment of strategic management which in turn makes the material more easily organized by the instructor and

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International Edition

STRATEGIC MANAGEMENT
10th Edition

By John Pearce, Villanova University and Richard Robinson, University of South Carolina

2007 (December 2005) /960 pages
ISBN-13: 978-0-07-305422-3 / MHID: 0-07-305422-4
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http://www.mhhe.com/pearce10e

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout STRATEGIC MANAGEMENT, 10e. Pearce and Robinson have retained high level of academic credibility and market-leading emphasis on strategic practice with this edition. This text continues to have strong support from longtime adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. The 10th edition will once again include numerous Business Week short cases and a wide assortment of traditional, longer strategic management cases. Pearce and Robinson continue to use a unique pedagogical model they created to provide logic and structure to its treatment of strategic management which in turn makes the material more easily organized by the instructor and learned by the student.

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International Edition

CRAFTING AND EXECUTING STRATEGY
Text and Readings, 15th Edition

By Arthur A Thompson and AJ Strickland III, University of Alabama - Tuscaloosaes and John E Gamble, University of South Alabama - Mobile

2007 (June 2006) / 640 pages
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http://www.mhhe.com/thompson

Thompson, Strickland and Gamble's, CRAFTING AND EXECUTING STRATEGY, 15e presents the latest research findings from the literature and cutting-edge strategic practices of companies have been incorporated to keep step with both theory and practice. Scores of new examples have been added to complement the new and updated Illustration Capsules. More chapter-end exercises have been included. The result is a text treatment with more punch, greater clarity, and improved classroom effectiveness. But none of the changes have altered the fundamental character that has driven the text's success over the years. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. This paperback version of the text does not contain any cases, but it does include 21 readings from noted business writers that support the concepts in the main text portion. Instructors who would like to create their own case packets to go with this book should go to www.mhhe.com/primis to make their selections.

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MODERN COMPETITIVE STRATEGY
2nd Edition

By Gordon Walker, Southern Methodist University

2007 (May 2006) / 320 pages
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Modern Competitive Strategy, 2e, by Gordon Walker, provides concise, rigorous, and broad synthesis of the theory and empirics of the strategy field. The approach is eclectic, reflecting the diversity of the discipline, drawing on studies in industrial and institutional economics, economic and organizational sociology, mainstream strategy, and finance and marketing when appropriate. Both single business and corporate-level organizations are covered. Ideal for current and budding managers, many short cases, company examples, and practical tools are used to illustrate the concepts. The material is appropriate for either a full semester course or a single module in MBA programs, advanced undergraduate courses, EMBA and executive education classes.

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International Edition

STRATEGY
Core Concepts, Analytical Tools, Readings, 2nd Edition

By Arthur A Jr Thompson, University of Alabama - Tuscaloosa, John E Gamble, University of South Alabama - Mobile and A J Strickland III, University of Alambama - Tuscaloosa

2006 / 520 pages
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STRATEGY: Winning in the Marketplace is the newest offering from proven authors Thompson, Gamble, and Strickland. As in previous works, the authors' mainstream presentation includes the most recent research in strategy presented in a way that students can understand and apply to business cases and problems. With fewer chapters and pages than previous texts by these authors, this text offers a more concise, lively, and user-friendly presentation of strategic management. Fundamental strengths of Thompson/Gamble/Strickland text treatments are very much evident in this edition-a compelling presentation of Porter's Five-Forces model and globally competitive markets and first-rate coverage of strategy execution and the drive for operating excellence.

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International Edition

STRATEGY: WINNING IN THE MARKETPLACE
Core Concepts, Analytical Tools, Cases, 2nd Edition

By Arthur Thompson, University of Alabama—Tuscaloosa, John Gamble, University of South Alabama-Mobile and A.J. Strickland III, University of Alabama-Tuscaloosa

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http://www.mhhe.com/thompson2e

STRATEGY: Winning in the Marketplace is the newest offering from proven authors Thompson, Gamble, and Strickland. As in previous works, the authors' mainstream presentation includes the most recent research in strategy presented in a way that students can understand and apply to business cases and problems. With fewer chapters and pages and shorter cases than previous texts by these authors, this text offers a more concise, lively, and user-friendly presentation of strategic management. Fundamental strengths of Thompson/Gamble/Strickland text treatments are very much evident in this edition-a compelling presentation of Porter's Five-Forces model and globally competitive markets and first-rate coverage of strategy execution and the drive for operating excellence. Another hallmark of this new product is the package of Thompson/Gamble/Strickland cases and related teaching notes. Over the years, this author team has developed a great network of case authors and is able to select from the cream of the crop. Having written scores of cases themselves and having a combined experience of 70 years teaching this particular course, they are very skilled in selecting the types of cases that will spark student interest and generate lively classroom discussions. Many of the cases reflect high profile industries, companies, products, and people that students will have heard of, know about from personal experience, or can easily identify with. The new case line-up features an exciting collection of the latest and best cases flush with valuable teaching points and lessons for students.

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International Edition

CORPORATE STRATEGY
A Resource Based Approach, 2nd Edition

By David J Collis, and Cynthia A Montgomery, Harvard University

2005 / 256 pages
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Chapter 7: Creating Corporate Advantage
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International Edition

MANAGEMENT STRATEGY
Achieving Sustained Competitive Advantage

By Alfred A Marcus

2005 / 224 pages

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International Edition

BUSINESS MODELS
A Strategic Management Approach

By Allan Afuah, University of Michigan

2004 / 432 pages

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Case 10: Borders: Responding to Change

CORPORATE TURNAROUND
Strategies for Renewal

By Pradip Chandra

2002 / 240 pages

ISBN-13: 978-0-07-118913-2 / MHID: 0-07-118913-0

An Asian Publication

A Professional Reference Title

This book delves into diverse and vital aspects such as issues of protection of jobs, gested interests, managerial in epititude, selection of the ideal CEO, and turnaround strategy options. Corporate Turnaround is based on the experiences of a professional who was successful in managing a turnaround and two start-up companies. An outcome of Pradip Chandra's experience in the United Kingdom and India, it describes strategies based on the asset utilization philosophy, a model successfully used in the post-OPEC economies and in European countries. The asset utilization approach is based on the evaluation of a unit's assets independent of its conventional usage and potential as a 'standalone' revenue generator.

International Edition

EXPLORING STRATEGIC ANALYSIS AND DECISION MAKING

By John Odgers

2002 / 162 pages

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Chapter 2: Strategic development and growth.
Chapter 3: A note on financial management and analysis of financial institutions.
Chapter 4: Implementing and controlling organizational strategy.
Chapter 5: Strategic analysis and diagnosis.

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Business Policy & Strategic Management Cases

NEW



STRATEGIC ANALYSIS
A Guide to Practice

By Robert Waldersee and Stephane Tywoniak

2007 (March 2007)
ISBN-13: 978-0-07-013156-9 / MHID: 0-07-013156-2
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Strategic Analysis: A Guide to Practice is uniquely designed to bridget the theory-practice divide. The book presents the fundamentals of strategic management theory alongside methods of analysis. Analytical mehtods are then applied to the theoretical concepts to describe best practice. Students will be able to develop their skills with applciation exercises that allow them to practise the theories and analytical methods on real cases. The book contains a running case, "WineRidge", that allos the students to develop a comprehensive strategic analysis of a single organisation. Unlike traditional cases, WineRidge has been designed as a set of reports that mirrors the type of information from which an analyst would work. In an environment of KPIs, profit centres, devolved decision making, project organisations and new public sector management, graduates will soon find themselves making strategic decisions. Yet many educators increasingly feel that the traditional approach to teaching strategy (based on detailed theory education) does not translate into an ability to apply what is learned. Strategic Analysis: A Guide to Practice provides that vital link.

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1. The strategic analysis process
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20. Culture and strategic behaviour
21. Managing strategic change
22. Conclusion

CASES IN STRATEGY AND MANAGEMENT

By Leanne Cutcher, Sydney University and Nick Wailes, University of Sydney

2006 (May 2006)
ISBN-13: 978-0-07-471619-9 / MHID: 0-07-471619-0
McGraw-Hill Australia Title

http://www.mhhe.com/au/cutcher

Cases in Strategy and Management offers lecturers and students a unique opportunity to examine Australian business practices in a contemporary setting. Each case focuses on a particular management challenge faced by an organisation in Australia. These cases encourage students to consider how theory and innovation may combine to create successful outcomes, thereby contributing to the overall achievements of the organisation and its employees. Management students, whether at the introductory level or MBA, will find this book a valuable resource, thanks to the diversity of companies covered. This text may be used on its own, or in conjunction with a McGraw-Hill title.

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Business Policy & Strategic Management - Software

International Edition

BUSINESS STRATEGY GAME ONLINE

By Jr Arthur Thompson, University of Alabama—Tuscaloosa

2005
ISBN-13: 978-0-07-304563-4 / MHID: 0-07-304563-2
(BSG Online Version 8.0)
ISBN-13: 978-0-07-124507-4 / MHID: 0-07-124507-3
[IE- BSG - For Adoption Only]

BSG-Online has been expressly designed for today's courses in strategic management or business strategy at the senior/MBA levels. It makes a perfect accompaniment for any of the texts in the field or for an instructor's own customized package of course materials. We believe a simulation exercise is the single most powerful pedagogical device for hammering home the core concepts and analytical techniques that comprise the discipline of business and competitive strategy. The Business Strategy Game has appeal from several perspectives:

- It is designed to give students practice in utilizing the core concepts and analytical tools that are the foundation of courses in strategic management. BSG-Online tightly connects to the material in all the leading strategy texts—you'll have repeated opportunity to link what is happening in BSG-Online to your lectures and to the teaching points that you want to emphasize in assigned cases.

- Competing companies have a wide degree of strategic latitude—there's ample room to put most any strategy into play: low-cost leadership, differentiation, best-cost, focused low-cost, focused differentiation, global strategies (mostly uniform worldwide) or "multi-regional" strategies (staking out a market position tailored to competitive conditions in a particular geographic region). BSG-Online is strategy neutral—most any strategy is capable of producing good financial results, provided it is not "defeated" by the better-executed strategies of competitors or undermined by too many copycat strategies.

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- It mirrors the increasingly global nature of today's competitive markets.

- There are three product segments—branded footwear sales to footwear retailers, online sales at the company's Web site, and producing private-label footwear for large footwear retail chains.

- There are four geographic market segments — Europe-Africa, North America, Asia-Pacific, and Latin America.

- There is a built-in three-year Strategic Plan feature, which students can use to plat strategy for longer than 1-year at a time and which instructors (if they so desire) can require that students complete as a regular part of the exercise.

- BSG-Online is somewhat more sophisticated than our recently-introduced GLO-BUS simulation involving digital cameras because companies can operate up to four plants, there are 12 market segments (as compared to 8 in GLO-BUS), finished goods inventories have to be managed at four distribution centers, and players have to develop a sales forecast based on their competitive strategy and the expected competitive efforts of rivals.

International Edition

GLO-BUS
An Online Business Simulation

By Arthur A Jr Thompson and Geogory J Stappenbeck of University of Alabama – Tuscaloosa

2004 / 64 pages
ISBN-13: 978-0-07-301739-6 / MHID: 0-07-301739-6
ISBN-13: 978-0-07-124720-7 / MHID: 0-07-124720-3
[IE Glo-Bus Download Code Card] - For Adoption only

GLO-BUS has been expressly designed for today's courses in strategic management, business strategy, and international business at both the senior/MBA levels. It makes a perfect accompaniment for any of the texts in the field or for an instructor's own customized package of course materials. Competition-based business simulations are powerful "learn-by-doing" exercises for giving students hands-on practice in applying core concepts and analytical techniques and in crafting successful strategies.

What makes **GLO-BUS** appealing?

- It delivers a genuine capstone experience. The simulation is rich in terms of market setting, the authenticity with which it parallels the real-world digital camera market, and its ability to integrate material from prior core courses in business.

- It mirrors the increasingly global nature of today's competitive markets.

- There are two product segments (entry-level and multi-featured digital cameras) and there are four geographic market segments—Europe-Africa, North America, Asia-Pacific, and Latin America. Companies contend for leadership in one or more of the 8 market segments.

- Companies start the simulation on equal global and financial footing but have different beginning market shares in different geographic regions. This introduces a powerful competitive dynamic that sets GLO-BUS apart from other business simulations.

- GLO-BUS is "country and region neutral" so that students in Europe or Latin America or Hong Kong or Australia or South Africa do not see themselves as playing a United States simulation or managing a US-based company. GLO-BUS is just as appropriate for courses taught in Switzerland or Great Britain or Mexico or Singapore or South Africa or Australia or Brazil as in the United States.

- Competing companies have a wide degree of strategic latitude. Most any strategy is capable of delivering good results, provided it is not "defeated" by even better strategies of competitors or undermined by too many copycat strategies.

- Instructors can choose any of three GLO-BUS versions for their course—GLO-BUS Basic (about 1½ hours per decision round), GLO-BUS Plus (about 1¾ hours per decision round), and GLO-BUS Total (about 2¼ hours per decision round). Instructors can have students play anywhere from 4 to 10 rounds, with either 1 or 2 practice rounds.

- The quarterly decision update option of GLO-BUS Total introduces a "real-time" element into the exercise, since company co-managers are able to act and react from quarter-to-quarter and then make more

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sweeping changes annually.

■ GLO-BUS is positioned squarely in the middle of competing simulations from a complexity standpoint—it's definitely easier for students than the market-leading Business Strategy Game (played by over 300,000 students), yet more challenging and substantive than the other online simulation.

Business Environment

MANAGING IN A BUSINESS CONTEXT
2nd Edition

By David Farnham, University of Portsmouth

2005 (September 2005) / 320 pages

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The legal framework
6 Technology, work and society
7 International factors
Part 3: Social responsibility and business ethics
8 Ethical dimensions of the business context

International Edition

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5th Edition

By Adrian Palmer, Gloucestrshire Business School and Bob Hartley, University College Northamton

2005 / 544 pages

ISBN-13: 978-0-07-710990-5 / MHID: 0-07-710990-2
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14 Case Studies

Employee Benefits

NEW

International Edition

EMPLOYEE BENEFITS
3rd Edition

By Joseph Martocchio, University of Illinois-Champaign

2008 (November 2007) / 384 pages

ISBN-13: 978-0-07-338129-9 / MHID: 0-07-338129-2
ISBN-13: 978-0-07-126366-5 / MHID: 0-07-126366-7 [IE]

http://mhhe.com/martocchio3e

Joseph Martocchio's Employee Benefits: A Primer for Human Resource Professionals was written to promote a fuller understanding of employee benefits programs among students enrolled in college-level compensation and benefits course. It's relevant to students who plan to be general managers, who deal with a variety of human resource issues in their day-to-day jobs, as well as to those who expect to be human resource practitioners. The real-world focus of Martocchio's text is evident on every page, as he seeks to balance current academic thought with brief examples of contemporary benefits practices in business. Martocchio's Employee Benefits is forward-thinking and seeks to bring the topic into the mainstream of compensation understanding. The Third Edition continues to be concisely written, highlighting key issues in order to provide the reader with a solid foundation for discussing benefits issues with employee benefits professionals. As practices and laws affecting benefits change frequently, Martocchio stays on the cusp of recent developments, capturing all recent changes with his Third Edition.

NEW TO THIS EDITION

❖ Discussion of newly passed Pension Protection Act and its implications for employee benefits practice (Chapters 3 and 4)

❖ More detailed discussion of consumer-driven health care in the U.S. and extensive discussion of issues pertaining to universal health care, with consideration to Canada's experiences (Chapter 5).

❖ NEW Chapter 11: Non Plans for Highly Paid and Executive Employees describes nonqualified plans that employers use to enhance the benefits of highly compensated employees and executives. This chapter considers the regulation and reporting requirements of the Securities and Exchange Commission and the Sarbanes-Oxley rules to ensure full disclosure about executive pay and benefits. This chapter also discusses various nonqualified plans and alternative stock option plan structures.

❖ NEW Chapter 12: Global Employee Benefits: As more companies conduct business in other countries and as new employees accept work outside the U.S., it is important to be aware of key global benefits issues. This chapter describes employee benefits in several countries around the world, emphasizing the role of government in employee benefits, health care policies, pension/retirement issues, and paid time-off.

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❖ The chapters contain timely facts and statistics about employee benefits options keeping students up-to-date with real-world benefits information.

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Technology & Innovation

NEW

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STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION 5th Edition

By Robert Burgelman, Stanford University, Clayton Christensen and Steven Wheelwright of Harvard Business School

2009 (January 2008) / 1088 pages
ISBN-13: 978-0-07-338154-1 / MHID: 0-07-338154-3
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By Melissa Schilling, New York University

2008 (October 2006) / 312 pages
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ISBN-13: 978-0-07-125942-2 / MHID: 0-07-125942-2 [IE]

http://www.mhhe.com/schilling2e

Strategic Management of Technological Innovation, 2e by Melissa Schilling is the first comprehensive, rigorous and yet accessible text for the Technology and Innovation Management course. Unlike other books, Schilling's approach synthesizes the major research in the field, providing students with the knowledge needed to enhance case discussion and analysis. The subject is approached as a strategic process, and as such, is organized to mirror the strategic management process used in most strategy textbooks, progressing from assessing the competitive dynamics of a situation, to strategy formulation, to strategy implementation. As a brief, affordable paperback, it is ideal to package with cases. Recommended case sets from the author are available through the Primis Custom Case Database or from the Harvard Business School Case Database.

NEW TO THIS EDITION

❖ Five new chapter opening cases feature interesting examples of strategic management of technological innovation, including:

- How a scientist with a background in developing guided missiles pioneered the creation of a "camera pill"--a revolutionary new medical device that enables a stream of pictures to be transmitted from inside the small intestine.
- Honda's development, production and marketing strategies for its hybrid electric vehicles.
- Genzyme's success in developing drugs for small populations of people afflicted with rare diseases to create a unique advantage not pursued by most pharmaceutical companies.
- The digital music distribution revolution--the key technologies (such as peer-to-peer music sharing and podcasting) and events that are reshaping the music industry while highlighting the copyright issues that these technologies have unleashed.
- Frog design, a small global design firm that uses a set of creative tools and philosophies that helps firms reinvent themselves.

❖ More balance between industrial products versus consumer products. More industrial product examples, such as medical equipment, aerospace, and business software have been included. The book's emphasis is on technologies most likely to inspire the interest of a broad range of readers.

❖ More comprehensive coverage and precise explanations are provided for topics such as geographical clustering, the relationship between technology performance and diffusion, the social construction of technology, Porter's Five-Force Model, and more.

❖ Suggestions for further readings in each chapter, with a list of both classic articles and recent work that can extend and enrich students' understanding of the topic.

❖ The instructor's manual now includes suggested in-class exercises for the students to apply the concepts from the text.

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11. Managing the New Product Development Process
12. Managing New Product Development Teams
13. Crafting a Deployment Strategy

International Edition

STRATEGIC DYNAMICS
Concepts and Cases

By Robert A. Burgelman, Andrew Grove and Philip Meza of Stanford University

2006 / 512 pages
ISBN-13: 978-0-07-312265-6 / MHID: 0-07-312265-3
ISBN-13: 978-0-07-125452-6 / MHID: 0-07-125452-8 [IE]

http://www.mhhe.com/bgm1e

Strategic Dynamics: Concepts and Cases, by Burgelman, Grove, and Meza offers unique and valuable insight into strategy making for companies in information technology-driven industries. It is the product of over twelve years of teaching and research based on a unique combination of academic (Stanford's Robert Burgelman) and industry (Intel's Andy Grove) experience. The key themes and conceptual frameworks discussed in this book, along with its case studies and industry notes, provide instructors and students with a more complete viewpoint on the dynamic interactions of companies within industries and between industries than is typically found in books on strategy and technology strategy.

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Part V: Convergence or Collision—Take I: Computing Meets Cellular Phone and Consumer Electronics
Part VI: Convergence or Collision—Take II: Do Digits Defeat Pen and Plastic? Part VII: Convergence of Collision—Take III: IP Meets Telephony

INTRODUCTION TO INNOVATION

By David Smith, Nottingham Trent University

2005 (November 2005)
ISBN-13: 978-0-07-710861-8 / MHID: 0-07-710861-2
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International Edition

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4th Edition

By Robert Burgelman, Stanford University, Modesto Maidique, Florida International University, and Steven C Wheelwright, Harvard University

2004 / 1224 pages
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ISBN-13: 978-0-07-123230-2 / MHID: 0-07-123230-3 [IE]

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International Edition

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Text and International Cases

By Norma Harrison and Danny Samson

2002 / 456 pages
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(Out of Print)
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EQUALITY, DIVERSITY AND DISCRIMINATION
A Student Text

By Kathy Daniels and Lynda Macdonald

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Equality and Diversity within Employee Development
Discrimination at Termination of Employment
Harassment as Discrimination
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By David Davies, Portsmouth Polytechnic

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MANAGING FOR RESULTS
2nd Edition

By Gillian Watson and Kevin Gallagher
2005 (September 2005) / 352 pages
ISBN-13: 978-1-843-98014-8 / MHID: 1-843-98014-2
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14. Continuous improvement
15. Enhancing customer relations
16. Future directions, managing change

International Edition

GEMBA KAIZEN
A Commonsense, Low-Cost Approach to Management

By Masaaki Imai
1997 / 384 pages
ISBN-13: 978-0-07-031446-7 / MHID: 0-07-031446-2
ISBN-13: 978-0-07-118908-8 / MHID: 0-07-118908-4 [IE]
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3 Foundations of Gemba Kaizen.
4 How to Implement Gemba Kaizen.
5 Major Activities to Promote Gemba Kaizen.
6 What Comes After Gemba Kaizen.
7 Human Aspects of Gemba Kaizen.

International Edition

THE WISDOM OF TEAMS

By Jon R Katzenbach, and Douglas K Smith
1994 / 304 pages
ISBN-13: 978-0-875-84367-4 / MHID: 0-875-84367-0
ISBN-13: 978-0-07-113439-2 / MHID: 0-07-113439-5
[IE] - Out of Print
A Harvard Business School Press Title

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Epilogue / Appendix / Selected Readings / Index

International Edition

KAIZEN
The Key to Japan's Competitive Success

By Masaaki Imai
1986 / 260 pages
ISBN-13: 978-0-07-554332-9 / MHID: 0-07-554332-X
ISBN-13: 978-0-07-112647-2 / MHID: 0-07-112647-3 [IE]
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Leadership (Professional References)

WHAT MAKES A LEADER?

By Daniel Goleman, Harvard Business School Press

2008 (January 2008) / 64 pages

ISBN-13: 978-1-42-212145-0 / MHID: 1-422-12145-3

A Harvard Professional Reference Title

When asked to define the ideal leader, many would emphasize traits such as intelligence, toughness, determination, and vision--the qualities traditionally associated with leadership. Often left off the list are softer, more personal qualities--but they are also essential. Although a certain degree of analytical and technical skill is a minimum requirement for success, studies indicate that emotional intelligence may be the key attribute that distinguishes outstanding performers from those who are merely adequate. Psychologist and author Daniel Goleman first brought the term "emotional intelligence" to a wide audience with his 1995 book of the same name, and Goleman first applied the concept to business with this 1998 classic HBR article. In his research at nearly 200 large, global companies, Goleman found that truly effective leaders are distinguished by a high degree of emotional intelligence. Without it, a person can have first-class training, an incisive mind, and an endless supply of good ideas, but he or she still won't be a great leader. The chief components of emotional intelligence--self-awareness, self-regulation, motivation, empathy, and social skill--can sound unbusinesslike, but Goleman, cochair of the Consortium for Research on Emotional Intelligence in Organizations, based at Rutgers University, found direct ties between emotional intelligence and measurable business results.

LEADERSHIP POWER PLAYS

By Business Week

2007 (December 2006) / 224 pages

ISBN-13: 978-0-07-147559-4 / MHID: 0-07-147559-1

A Professional Reference Title

http://www.businessweek.com/powerplays

The new Power Plays series from BusinessWeek analyzes the hard-hitting, highly focused insights from the biggest power players in business, such as Warren Buffett and Steve Jobs, on a range of topics essential for success in today's competitive market. Each book includes real case studies, proven strategies, and the keen industry insight that has made BusinessWeek the world's number-one authority. Each specialized playbook showcases the top industry leaders and headline-making success stories that everyone wants to know about-and learn from.

- Features the wisdom of top business power players, including Jack Welch, Steve Jobs, Ken Chenault, and Bill Weldon
- Packed with best-practice sidebars, call-outs, how-to strategies, to-do lists, and insider advice in a breezy, no-nonsense style
- Arms managers and executives with tools they can put to work immediately
- Each book will include interactive features and downloads on BusinessWeek.com
- This practical book shows how to adapt the winning strategies of the world's most successful leaders-including insights into figures like Jack Welch and A. G. Lafley.

CONTENTS

1) Jack Welch: How to Run GE
2) Steve Ballmer: Remaking Microsoft
3) George David: UTC's Unsung CEO
4) Alan G. Lafley: The P&G Revolution
5) Carlos Ghosn: Nissan's Boss
6) Norman Adami: It's Norman Time at Miller
7) Dick Parsons: Rescuing AOL Time Warner
8) Andy Stern: Can This Man Save Labor?
9) Jamie Houghton: Back from the Brink at Corning
10) T.K. Kurien: Wipro is Taking a Page from Toyota's Playbook
11) Howard Solomon: The Personal Business of Forest Laboratories
12) Terry Semel: Yahoo! Act Two
13) Arthur Levinson: Genetech's Medicine Man
14) Fujio Mitarai: Putting the Flash Back in Canon
Trends: The Man Who Invented Management
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LEADING BY EXAMPLE

By Harvard Business School Press

2007 (August 2007) / 96 pages

ISBN-13: 978-1-42-211859-7 / MHID: 1-422-11859-2

A Harvard Professional Reference Title

Wondering how the most accomplished leaders from around the globe have tackled their toughest challenges? Now you can find out—with Lessons Learned. Concise and engaging, each volume in this new series offers 12-14 insightful essays by top leaders in business, the public sector, and academia on the most pressing issues they've faced. The contributors share surprisingly personal anecdotes and offer authoritative and practical advice drawn from their years of hard-earned experience. The series launches with three volumes, each of which centers on a timely topic:

❖ Leading by Example: Discover the secrets to leading effectively—from top executives at KPMG Worldwide, Quest Diagnostics, Virgin Galactic, and other giants.

❖ Managing Your Career: Find out how to identify and achieve the career you want—from exceptional leaders at McKinsey & Company, Lloyds TSB Group, Heidrick & Struggles, among others.

❖ Managing Change: Learn how to lead major transformation efforts—from successful change champions at Philips Lighting, JP-Morgan Chase, Coca Cola Company, and other top firms.

A crucial resource for today's busy executive, Lessons Learned gives you instant access to the wisdom and expertise of the world's most talented leaders.

Complimentary desk copies are available for course adoption only. Kindly contact your local McGraw-Hill Representative or fax the Examination Copy Request Form available on the back pages of this catalog.

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WHAT TYPE OF LEADER ARE YOU?

By Ginger Lapid-Bogda

2007 (April 2007) / 288 pages
ISBN-13: 978-0-07-147719-2 / MHID: 0-07-147719-5

A Professional Reference Title

An internationally popular method that unlocks the full leadership potential within everyone. The most successful leaders are those who continuously working on their self development to move beyond their type limitations. What Type of Leader Are You? reveals how you can use the powerful Enneagram system to determine your leadership personality type and, more important, use that information to maximize your effectiveness in the workplace. The author, an internationally recognized Enneagram expert, helps you determine your personality types based on the nine-number system. She then offers detailed guidance on fully utilizing that knowledge in order to excel in seven key leadership competencies, including results, communication, strategy, and teamwork.

CONTENTS

1: Understanding Who You Are (Enneagram Typing chapter)
2: Drive for Results
3: Strive for Self-Mastery
4: Know the Business
5: Communicate Skillfully
6: Think and Act Strategically
7: Develop Others
8: Make Optimum Decisions
9: Build and Lead High-Performing Teams
10: Take Charge of Change
11: Summary chapter

LEADERS WE NEED
And What Makes Us Follow

By Michael Maccoby

2007 (November 2007) / 240 pages
ISBN-13: 978-1-422-10333-3 / MHID: 1-422-10333-1

A Harvard Professional Reference Title

A leader is: someone people follow. But why do people follow? Books abound on leaders, but much less is known about followers. In The Leaders We Need, Maccoby steps into this yawning gap in the literature. This insightful book shows that followers have their own powerful motivations to follow. Many relate to their leader as to some important person from the past-a parent, a sibling, a close friend. With major shifts in family structure and other social changes (especially transformations in technology and work life), these "transferences" have grown complex-making leaders' work more challenging. The key for modern-day leaders? Being sensitive to how a group's collective psychology and social context shape its leadership needs. For example, factory workers in a large city during a period of relative calm would need very different leaders than people working in a star management consultancy during a time of stiffening competition. The author outlines the profound shift from a more bureaucratic society and leadership model to an interactive, collaborative one-and provides crucial advice on how to become a "leader we need." Offering provocative psychological insight and thoughtful analysis of social and cultural changes, this book examines leadership through an entirely new lens.

THE SECRET TO GE'S SUCCESS

By William Rothschild

2007 (December 2006) / 288 pages
ISBN-13: 978-0-07-147593-8 / MHID: 0-07-147593-1

A Professional Reference Title

Learn why GE has always had the best inventors, the best strategic planners, and the best results. William Rothschild, who witnessed GE's revolution firsthand, explains the five keys that made GE a global phenomenon—and gives managers a complete toolkit for duplicating its remarkable success. He explains the GE Code—the hallmark of all GE leadership teams—and provides a far-ranging prescriptive plan for strategizing the GE way.

CONTENTS

Foreword by Jeffrey A. Krames
Part I: Aim for Market Leadership in Every Cycle [Edison to Coffin]
Part II: Diversify the Business Portfolio [Cordiner to Jones]
Part III: Manage the Portfolio Strategically [The Jack Welch Revolution]
Part IV: Back to the Future Strategy [The Inmelt Era]

MICROMESSAGING: WHY GREAT LEADERSHIP IS BEYOND WORDS

By Stephen Young

2007 (October 2006) / 224 pages
ISBN-13: 978-0-07-146757-5 / MHID: 0-07-146757-2

A Professional Reference Title

Should you sweat the small stuff? Absolutely, says Stephen Young-especially when it comes to those critical behaviors that can make or break performance. The reason is simple: no matter what you think you're saying, your words, gestures, and tone of voice can actually communicate something entirely different. Too often, negative micromessages undermine morale, business opportunities, and ultimately your organization. Micromessaging examines the nuanced behaviors that we all blindly use and react to in our dealings with others. Yet as Young points out, these micromessages can reveal a lot about our own-and our superiors'-biases and preconceived notions. Learning how to constructively address these behaviors can bring about positive change. Young offers a common language for encouraging open discussion in the workplace, along with skills to identify and address familiar micromessages; tools for deploying microadvantages; and real-life workplace scenarios, self-assessments, and solutions that help readers interpret and alter ingrained behaviors and their effects. He delivers valuable information on

- Cruicial leadership skills and how to acquire them
- Universal workplace cultural issues
- How expectations affect the performance of others
- Ways to speak fairly, not falsely
- Techniques that eliminate group think
- How to reset the "filters" you use to "screen" others

Based on research from MIT, Young's approach has already helped numerous Fortune 500 clients, including Merck, Intel, Lockheed Martin, Starbucks, IBM, Boeing, Wells Fargo, Bank of America, Cisco, and Raytheon to increase leadership effectiveness. With its proven wisdom, you can experience what so many business executives worldwide have discovered and make it a powerful part of your leadership skill set.

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4. New Words--New Ways
5. Is This About Faking It?
6. Can I Believe What I See?
7. I've Seen This Before—or Have I?
8. In the Air and Everywhere
9. I Put a Spell on You
10. Breaking the Spell

GET REAL
Empower the Manager-Leader Within

By Andrew EB Tani

2002 / 368 pages

ISBN-13: 978-0-07-120237-4 / MHID: 0-07-120237-4

An Asian Publication

A Professional Reference Title

The book is a ground-breaking effort to help managers become more effective at influencing people, the essence of leadership. More accurately, it will help the reader become a manager-leader who produces sustainable results by stirring, showing, developing, reinforcing and bringing co-workers to the conclusion that they are working for their own interest when they give their best to the team and the business that keeps them going.

Human Resource Management/Leadership (Professional References)

BEYOND HR

By John Boudreau, Cornell University-Ithaca and Peter Ramstad

2007 (May 2007) / 272 pages

ISBN-13: 978-1-42-210415-6 / MHID: 1-422-10415-X

A Harvard Professional Reference Title

Is your talent strategy a unique competitive advantage? As competition for top talent increases, companies must recognize that decisions about talent and its organization can have a significant strategic impact. Beyond HR shows how organizations can uncover distinctive talent contributions, strategically differentiate their HR practices and metrics, and more optimally allocate talent to create value. Illustrations from companies such as Disney, Boeing, and Corning describe a new decision science called Talentship, that reveals opportunities by identifying strategy pivot points and the optimal talent and organization decisions that address them. A unique framework helps readers identify their own distinctive strategic pivot points and connect them to talent decisions, showing how today's "HR" can evolve to fulfill its potential as a source of strategic advantage

THE NEW HUMAN CAPITAL STRATEGY

By Bradley Hall

2008 (January 2008) / 240 pages

ISBN-13: 978-0-8144-0927-5 / MHID: 0-8144-0927-X

A Professional Reference Title

It is often said that the only true source of sustained competitive advantage is people. But what does that mean and how can this be measured and managed? How many organizations know whether their human capital outperforms their competitors', or even whether it improves year-over-year? And what is the strategy for continually improving that performance? The New Human Capital Strategy is a roadmap for delivering measurable business results by systematically improving the performance of those in roles most important to customers and shareholders. Proposing a radical shift in the way organizations measure and manage their people, the book asserts that competitive advantage is a function of four areas of strength:

* effective executive teams

* leaders who deliver results

* outperforming competitors in key positions

* workforce performance

Using examples, research, and metrics, this essential guide provides readers with a system for ensuring that their people are more valuable this year than the last

TOYOTA TALENT

By Jeffrey Liker and David Meier

2007 (April 2007) / 240 pages

ISBN-13: 978-978-0-07-147745-1 / MHID: 0-07-147745-4

A Professional Reference Title

Toyota doesn't just produce cars; it produces talented people. In the international bestseller, The Toyota Way, Jeffrey Liker explained Toyota's remarkable success through a 4P model for excellence-Philosophy, People, Problem Solving, and Process. Liker, with coauthor David Meier, provided deeper insight into the practical application of the principles in The Toyota Way Fieldbook. Now, these authorities on Toyota reveal how you can develop talented people and achieve incredible results in your company. Toyota Talent walks you through the rigorous methodology used by this global powerhouse to grow high-performing individuals from within. Beginning with a review of Toyota's landmark approach to developing people, the authors illustrate the critical importance of creating a learning and teaching culture in your organization. They provide specific examples necessary to train employees in all areas-from the shop floor to engineering to staff members in service organizations-and show you how to support and encourage every individual to reach his or her top potential. Toyota Talent provides you with the inside knowledge you need to

❖ Identify your development needs and create a training plan

❖ Understand the various types of work and how to break complicated jobs into teachable skills

❖ Set behavioral expectations by properly preparing your workplace

❖ Recognize and develop potential trainers within your workforce

❖ Effectively educate nonmanufacturing employees and members of the staff

❖ Develop internal Lean Manufacturing experts

Guiding you with expert tips and training aids, as well as real-world examples drawn from the authors' two decades of research and field

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work, Liker and Meier show you how to get the most out of people who live and breathe your company's philosophy-and who work together toward a common goal.

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Chapter 12: Developing Internal Lean Coaches
Chapter 13: Final Considerations

Management Skills (Professional References)

GLOBAL BUSINESS POWER PLAYS
How the Masters of International Enterprise Reach the Top of Their Game

By BusinessWeek

2008 (October 2007) / 192 pages
ISBN-13: 978- 0-07-148630-9 / MHID: 0-07-148630-5

A Professional Reference Title

The Last Word in Success from the First Name in Business. BusinessWeek's Power Plays series analyzes insights from the biggest power players in business on essential topics in today's market. Each book includes real case studies, Monday morning strategies, power moves that tackle key business problems head-on, and the keen industry knowledge that has made BusinessWeek the world's number-one authority.

THE MCKINSEY ENGAGEMENT

By Paul N Friga

2008 (March 2008) / 224 pages
ISBN-13: 978-0-07-149741-1 / MHID: 0-07-149741-2

A Professional Reference Title

A breakthrough guide on problem solving, The McKinsey Engagement delivers proven methodologies from the most recognized brand in the business world. Bringing together the solution-centric culture and behavior revealed in The McKinsey Way with the top-notch analytical skills taught in The McKinsey Mind, Paul Friga reveals the team building and communication methodologies used by all McKinsey consultants to ensure that the solutions they offer "stick." Friga provides "road tested" business advice and problem-solving techniques that McKinsey consultants use to consistently achieve breakthrough results for the world's most discriminating business clients. The theory, tools, best practice examples, exercises, and training tips will be of benefit, whether you're with a consulting firm, corporation, are in academics, or wish to improve your problem-solving abilities.

INFLUENCER
The Power to Change Anything

By Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan and Al Switzler

2008 (August 2007) / 288 pages
ISBN-13: 978-0-07-148499-2 / MHID: 0-07-148499-X

A Professional Reference Title

From the New York Times bestselling authors of Crucial Conversations . . .

Whether your goal is to change minds, change markets, or change the world-anything is possible for an influencer. Everyone wants to be an influencer. We all want to learn how to help ourselves and others change behavior. And yet, in spite of the fact that we routinely attempt to do everything from lose weight to improve quality at work, few of us have more than one or two ideas about how to exert influence. For the first time, Influencer brings together the breakthrough strategies of contemporary influence masters. By drawing from the skills of hundreds of successful influencers and combining them with five decades of the best social science research, Influencer shares eight powerful principles for changing behaviors—principles almost anyone can apply to change almost anything.

TOYOTA CULTURE
The Heart and Soul of the Toyota Way

By Jeffrey Liker

2008 (December 2007) / 288 pages
ISBN-13: 978-0-07-149217-1 / MHID: 0-07-149217-8

A Professional Reference Title

Toyota has changed the economic and business landscape, and in The Toyota Way, Jeffrey K. Liker explained that this success was the result of consistently applying four key management principles for organizational excellence-Philosophy, People, Problem Solving, and Process. In Toyota Talent, authors Liker and Meier explained how people are trained to perform their jobs at exceptional levels. Now Liker and coauthor Mike Hoseus delve even deeper to explore how Toyota creates and maintains a culture that sustains consistent growth, innovation, profitability, and mutual prosperity between the company and its employees. Liker skillfully weaves 25 years of experience studying Toyota with the insider Toyota experience of Mike Hoseus and The Center for Quality People and Organizations, a group founded to teach the Toyota Way to outside organizations and support training at Toyota. Toyota Culture helps your company to change their culture so that individuals at all levels can achieve exceptional results.

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MOBILIZING MINDS
Creating Wealth From Talent in the 21st Century Organization

By Lowell L Bryan, Harvard Business School Press and Claudia L Joyce

2007 (May 2007) / 300 pages

ISBN-13: 978-978-0-07-149082-5 / MHID: 0-07-149082-5

A Professional Reference Title

Based on a decade of exclusive research, Lowell Bryan and Claudia Joyce of McKinsey & Company have come up with a simple yet revolutionary conclusion: Your workforce is the key to growth in the 21st century. By tapping into their underutilized talents, knowledge, and skills you can earn tens of thousands of additional dollars per employee, and manage the interdepartmental complexities and barriers that prevent real achievements and profits. This can only be accomplished through organizational design and redesign. That's the new model for survival in the modern, digital, global economy. With the right design, your organization will have the capabilities to pursue whatever strategy is necessary to compete on any scale, react to any market change, leverage any opportunity, and sail past the competition. In Mobilizing Minds, the authors distill their research into seven strategic ideas that shatter the complexity frontiers, have the potential to unleash enormous profits, and enable long-term success for every company. Bryan and Joyce outline innovative principles that enable corporations to:

- ❖ Manage complexity, bureaucracy, and redundancy
- ❖ Use hierarchical authority to strengthen the authority of key managers and drive performance
- ❖ Deliver operating earnings while implementing wealth-creation strategies
- ❖ Allow formal networks, talent, and knowledge marketplaces to work in a large company
- ❖ Motivate and reward wealth-creating behavior
- ❖ Pursue organizational design as a corporate strategy
- ❖ Increase worker satisfaction

It is imperative for corporations to put the same energy used for new products and processes into organizational design. That's where the money is. That's where the opportunities lie. That's the key to surviving and prospering in the 21st century.

A CLASS WITH DRUCKER

By William A Cohen

2007 (December 2007) / 256 pages

ISBN-13: 978-0-8144-0919-0 / MHID: 0-8144-0919-9

A Professional Reference Title

Long considered the world's greatest thinker and writer on management, Peter Drucker's teachings continue to inspire leaders everywhere. From 1975 to 1979, author William Cohen studied under the Great Man and became the first graduate of his doctoral program. What Drucker taught him literally changed his life. In a matter of a few years, he was recommissioned in the Air Force and rose to the rank of major general. Eventually, he became a full professor, management consultant, multibook author, and university president—as well as maintaining a nearly lifelong friendship with the master. In A Class with Drucker, Cohen shares many of Drucker's teachings that never made it into his countless books and articles, ideas that were offered to his students in classroom or informal settings. Cohen expands on Drucker's lessons with personal anecdotes about his teacher's personality, lack of pretension, and interactions with students and others. He also shows how Drucker's ideas can be applied to the real-world challenges managers face today. Enlightening and intriguing, A Class with Drucker will enable anyone to gain from the timeless wisdom of the inspiring man himself.

PEOPLE AND PERFORMANCE

By Peter F Drucker, Harvard Business School Presss

2007 (September 2007) / 368 pages

ISBN-13: 978-1-42-212065-1 / MHID: 1-422-12065-1

A Harvard Professional Reference Title

What is management? What is the relationship between management and the society and culture it seeks to direct? How is a business organized, and how can managers use people's strengths more effectively? These and many more questions are discussed in Peter Drucker's classic survey of management thought and practice. Spanning all the main dimensions of management, Drucker used his direct experience as an adviser to businesses, government departments, public institutions, and as a widely sought lecturer to examine evergreen topics in business thinking. People and Performance is the ideal volume for those who want to experience the essence of Drucker's early thinking in a series of short and cogent essays.

THE DEFINITIVE DRUCKER

By Elizabeth Haas Edersheim

2007 (December 2006) / 256 pages

ISBN-13: 978-0-07-147233-3 / MHID: 0-07-147233-9

A Professional Reference Title

For sixteen months before his death, Elizabeth Haas Edersheim was given unprecedented access to Peter Drucker, widely regarded as the father of modern management. At Drucker's request, Edersheim, a respected management thinker in her own right, spoke with him about the development of modern business throughout his life-and how it continues to grow and change at an ever-increasing rate. The Definitive Drucker captures his visionary management concepts, applies them to the key business risks and opportunities of the coming decades, and imparts Drucker's views on current business practices, economic changes, and trends-many of which he first predicted decades ago. It also sheds light onto issues such as why so many leaders fail, the fragility of our economic systems, and the new role of the CEO. Drucker's insights are divided into five main themes that the modern organization needs to, as Drucker would say, "create tomorrow" by

- ❖ Connecting with customers
- ❖ Innovating without abandoning what works
- ❖ Developing lasting partnerships
- ❖ Creating and retaining knowledge workers
- ❖ Establishing disciplined decision making

Drucker's penetrating questions, posed to those seeking his advice, helped business, corporate, and political leaders throughout the 20th century to see their work in a new perspective, and create phenomenal innovation. Edersheim's extensive interviews with some of these luminaries, including Warren Bennis, Ram Charan, Bill Gates, George Gallup, Jr. and A.G. Lafley offer compelling commentary on Drucker's vast influence. Delivering keen analysis and revealing insights into business, The Definitive Drucker is a celebration of this extraordinary man and his life's work, as well as a unique opportunity to learn from Drucker's final business lessons how to strategize, compete, and triumph in any market.

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Chapter 6: Disciplined Decision-Making
Chapter 7: The Role of the CEO

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FIVE MINDS FOR THE FUTURE

By Howard Gardner, Harvard Business School Press

2007 (February 2007) / 208 Pages

ISBN-13: 978-1-591-39912-4 / MHID: 1-591-39912-2

A Harvard Professional Reference Title

We live in a time of vast changes. And those changes call for entirely new ways of learning and thinking. In Five Minds for the Future: Howard Gardner defines the cognitive abilities that will command a premium in the years ahead:

❖ the disciplinary mind—mastery of major schools of thought (including science, mathematics, and history) and of at least one professional craft

❖ the synthesizing mind—ability to integrate ideas from different disciplines or spheres into a coherent whole and to communicate that integration to others

❖ the creating mind—capacity to uncover and clarify new problems, questions, and phenomena

❖ the respectful mind—awareness of and appreciation for differences among human beings and human groups

❖ the ethical mind—fulfillment of one's responsibilities as a worker and citizen

World-renowned for his theory of multiple intelligences, Gardner takes that thinking to the next level in this book, drawing from a wealth of diverse examples to illuminate his ideas. Concise and engaging, Five Minds for the Future will inspire lifelong learning in any reader as well as provide valuable insights for those charged with training and developing organizational leaders—both today and tomorrow.

THE FUTURE OF MANAGEMENT

By Gary Hamel, Harvard Business School Press

2007 (October 2007) / 288 pages

ISBN-13: 978-1-422-10250-3 / MHID: 1-422-10250-5

A Harvard Professional Reference Title

What fuels long-term business success? Not operational excellence, technology breakthroughs, or new business models, but management innovation—new ways of mobilizing talent, allocating resources, and formulating strategies. Through history, management innovation has enabled companies to cross new performance thresholds and build enduring advantages. In The Future of Management, Gary Hamel argues that organizations need management innovation now more than ever. Why? The management paradigm of the last century—centered on control and efficiency—no longer suffices in a world where adaptability and creativity drive business success. To thrive in the future, companies must reinvent management. Hamel explains how to turn your company into a serial management innovator, revealing:

❖ The make-or-break challenges that will determine competitive success in an age of relentless, head-snapping change.

❖ The toxic effects of traditional management beliefs.

❖ The unconventional management practices generating breakthrough results in "modern management pioneers."

❖ The radical principles that will need to become part of every company's "management DNA."

❖ The steps your company can take now to build your "management advantage."

Practical and profound, The Future of Management features examples from Google, W.L. Gore, Whole Foods, IBM, Samsung, Best Buy, and other blue-ribbon management innovators.

LESSONS LEARNED: MANAGING CHANGE

By Harvard Business School Press

2007 (September 2007) / 112 pages

ISBN-13: 978-1-42-211858-0 / MHID: 1-422-11858-4

A Harvard Professional Reference Title

Wondering how the most accomplished leaders from around the globe have tackled their toughest challenges? Now you can find out—with Lessons Learned. Concise and engaging, each volume in this new series offers 12-14 insightful essays by top leaders in industry, the public sector, and academia on the most pressing issues they've faced. The contributors share surprisingly personal anecdotes and offer authoritative and practical advice drawn from their years of hard-earned experience. The series launches with three volumes, each of which centers on a timely topic:

❖ Leading by Example

❖ Managing Change

❖ A crucial resource for today's busy executive, Lessons Learned gives you instant access to the wisdom and expertise of the world's most talented leaders.

50 Lessons' digital library holds more than 500 individual lessons from over 100 high-profile leaders from industry, the public sector, and academia from companies and institutions around the world.

MANAGER'S TOOLKIT

By Harvard Business School Press

2007 (April 2007) / 352 pages

ISBN-13: 978-1-422-11868-9 / MHID: 1-422-11868-1

A Harvard Professional Reference Title

This comprehensive guide is an essential primer for managers who seek to develop the skills and capabilities that will help them excel in a complex business world. From hiring and retaining good people to motivating and developing team members, from understanding key financial statements to delegating work effectively, and from setting goals for others to managing your own career, the actionable advice in this guide will help you stay at the top of your game.

SEDUCED BY SUCCESS
How the Best Companies Survive the 9 Traps of Winning

By Robert Herbold

2007 (March 2007) / 288 pages

ISBN-13: 978-0-07-148183-0 / MHID: 0-07-148183-4

A Professional Reference Title

Don't let success put your company on the road to ruin. In Seduced by Success, Robert J. Herbold, the former Chief Operating Officer of Microsoft, shows you how to avoid the nine traps of success-the "legacy practices" that almost felled such giants as General Motors, Kodak and Sony. Herbold, a 26-year-veteran of Procter & Gamble who lived through each trap, gives you proven tactics for preventing arrogance, bloat, and neglect while capitalizing on your accomplishments, sustaining your momentum, and retaining your position in the marketplace. The nine traps every successful organization must avoid are

❖ Neglect: Sticking with Yesterday's Business Model

❖ Pride: Allowing Your Products to Become Outdated

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- ❖ Boredom: Clinging to Your Once-Successful Branding
- ❖ Complexity: Ignoring Your Business Processes
- ❖ Bloat: Rationalizing Your Loss of Speed and Agility
- ❖ Mediocrity: Letting Your Star Employees Languish
- ❖ Lethargy: Getting Lulled into a Culture of Comfort
- ❖ Timidity: Not Confronting Turf Wars and Obstructionists
- ❖ Confusion: Unwittingly Conducting Schizophrenic Communications

These mistakes cut your business legs off at the knees, destroying your ability to recognize and meet the need for change. Herbold shows you how to avoid these landmines by

- ❖ Continually revitalizing your brands and products
- ❖ Demanding new approaches to "proven" practices
- ❖ Maintaining speed and agility through strong leadership
- ❖ Making sure employees are empowered to achieve and not handicapped by bureaucracy
- ❖ Using an exciting new product to overhaul your culture

For each success trap, Herbold provides illuminating examples of top companies that were seduced by their success-as well as others that managed to maintain and even broaden their achievements. Seduced by Success is the best way to ensure your company sustains its success for the long term.

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Part 1: Sticking with yesterday's Business Model
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Part 3: Clinging to Your Once Successful Branding After it Becomes State and Boring
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Part 7: Getting Lulled Into a Culture of Comfort, Casualness and Confidence
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A PASSION FOR SUCCESS

By Kazuo Inamori

2007 (May 2007)
ISBN-13: 978-0-07-126238-5 / MHID: 0-07-126238-5
An Asian Professional Publication

Imagine a secular corporation in which pro¿t has spiritual overtones … where the corporate motto is "Respect the Divine and Love People," and where passion and vision have supplanted the long-term business plan … most tellingly, a corporation in which employees have a unique slogan: "What we like to do next is what people tell us we can never do."

These are the tenets of a real company led by one of Japan's most dynamic and charismatic entrepreneurs. The principles under which it runs may be counter to everything you have ever learned about management. These principles are precisely what this book is about.

"If your motivation and your methods are virtuous," Kazuo Inamori writes, "you need not worry much about the result." To the amazement of cynics, his unusual insistence on not pursuing pro¿t but "letting it follow our actions" has made the companies he founded among the most pro¿table enterprises in the world. A Passion for Success presents Inamori's personal business philosophies as they illuminate universal struggles of the human spirit within competitive markets. Young or old—successful or striving— you are sure to ¿nd it original, compelling, and deeply inspirational.

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TIME-DRIVEN ACTIVITY-BASED COSTING

By Robert S Kaplan, Harvard Business School Press and Steven Anderson

2007 (April 2007) / 288 pages
ISBN-13: 978-1-422-10171-1 / MHID: 1-422-10171-1

A Harvard Professional Reference Title

In the classroom, activity-based costing (ABC) looks like a great way to manage a company's limited resources. But executives who have tried to implement ABC in their organizations on any significant scale have often abandoned the attempt in the face of rising costs and employee irritation. Time-Driven Activity-Based Costing is the solution to the problems associated with large-scale ABC implementation. In this book, Kaplan and Anderson offer a revised model where managers can estimate the resource demands imposed by each transaction, product, or customer, rather than rely on time-consuming and costly employee surveys. In their new model, Kaplan and Anderson focus on the two parameters managers need to estimate: how much it costs per time unit to supply resources to the business activities (the total overhead expenditure of a department divided by the total number of minutes of employee time available) and how much time it takes to carry out one unit of each kind of activity (as estimated or observed by the manager). Rather than endlessly updating and maintaining ABC data, this book will allow managers to spend their time addressing the deficiencies the model reveals: inefficient processes, unprofitable products and customers, and excess capacity. Kaplan and Anderson lead the discussion of Time-Driven ABC in the first seven chapters, followed by individual cases studies of actual implementations by Acorn consultants in diverse settings.

MY SECRET LIFE ON THE MCJOB
Lessons from Behind the Counter Guaranteed to Supersize any Management Style

By Jerry Newman, SUNY Buffalo

2007 (December 2006) / 240 pages
ISBN-13: 978-0-07-147365-1 / MHID: 0-07-147365-3

A Professional Reference Title

From minimum-wage floor sweepers to corner office kings, anyone with a job can learn something from Jerry Newman's experience behind the counter at major fast food restaurants. My Secret Life on the McJob reveals brilliantly simple "Supersized Management Principles" that many Fortune 500 bosses still haven't grasped.

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WHAT WERE THEY THINKING?

By Jeffrey Pfeffer, Stanford University-Harvard Business School Press

2007 (July 2007) / 256 pages

ISBN-13: 978-1-42-210312-8 / MHID: 1-422-10312-9

A Harvard Professional Reference Title

Every day companies and their leaders fail to capitalize on opportunities because they misunderstand the real sources of business success. Based on his popular column in Business 2.0, Jeffrey Pfeffer delivers wise and timely business commentary that challenges conventional wisdom while providing data and insights to help companies make smarter decisions. The book contains a series of short chapters filled with examples, data, and insights that challenge questionable assumptions and much conventional management wisdom. Each chapter also provides guidelines about how to think more deeply and intelligently about critical management issues. Covering topics ranging from managing people to leadership to measurement and strategy, it's good organizational advice, delivered by Dr. Pfeffer himself.

RAPID TRANSFORMATION

By Behnam Tabrizi

2007 (November 2007) / 336 pages

ISBN-13: 978-1-422-11889-4 / MHID: 1-422-11889-4

A Harvard Professional Reference Title

Profound organizational transformation takes years, right? Not according to change expert Behnam Tabrizi. In Rapid Transformation: A 90-Day Plan for Fast and Effective Change, Tabrizi shows you how to accomplish successful transformational change in your firm in just 90 days. Based on ten years of research into more than 200 leading companies—including Bay Networks, Nissan, VeriSign, and ACI—this book demystifies fast, effective change and lays out a clear roadmap for achieving it. Tabrizi's 90-day transformational model comprises three main phases, each lasting 30 days. The model enables you to analyze your company's specific challenge, develop a new course of action, and carry out the plan. Moreover, you apply the model in parallel with the normal workings of your organization—so you don't have to put your company on hold for the sake of the change effort. With its detailed recipe and insightful stories from actual corporate reinventions, this book defies long-held assumptions about change and provides a practical and immediately actionable guide.

Strategic Management (Professional References)

STRATEGY POWER PLAYS

By Business Week

2007 (December 2006) / 224 pages

ISBN-13: 978-0-07-147560-0 / MHID: 0-07-147560-5

http://www.businessweek.com/powerplays

A Professional Reference Title

The new Power Plays series from BusinessWeek analyzes the hard-hitting, highly focused insights from the biggest power players in business, such as Warren Buffett and Steve Jobs, on a range of topics essential for success in today's competitive market. Each book includes real case studies, proven strategies, and the keen industry insight that has made BusinessWeek the world's number-one authority.

- Each specialized playbook showcases the top industry leaders and headline-making success stories that everyone wants to know about-and learn from
- Features the wisdom of top business power players, including Jack Welch, Steve Jobs, Ken Chenault, and Bill Weldon
- Packed with best-practice sidebars, call-outs, how-to strategies, to-do lists, and insider advice in a breezy, no-nonsense style
- Arms managers and executives with tools they can put to work immediately
- Each book will include interactive features and downloads on BusinessWeek.com

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THE DISNEY WAY
Revised Edition, 2nd Edition

By Bill Capodagli and Lynn Jackson

2007 (October 2006) / 256 pages
ISBN-13: 978-0-07-147815-1 / MHID: 0-07-147815-9

A Professional Reference Title

The original edition of The Disney Way was awarded a coveted "Best Business Book of the Year" by Fortune magazine. The world's foremost experts on Disney, Bill Capodagli and Lynn Jackson revealed Walt's secret success formula that propelled his company into the highest echelon of business, creativity, innovation, and success. Now this fully revised edition profiles a new set of diverse organizations-from The Cheesecake Factory, Ernst and Young, and Four Seasons Hotels and Resorts, to Griffin Hospital, John Robert's Spa, and Men's Wearhouse-that have redefined their businesses by embracing The Disney Way. Walt's "dream, believe, dare, do" credo is a powerful foundation that will support any business, drive any team, and guide any leader to newfound levels of success.

LEADING INNOVATION
How to Jump Start Your Organization's Growth Engine

By Jeff DeGraff and Shawn Quinn

2007 (August 2006) / 350 pages
ISBN-13: 978-0-07-147018-6 / MHID: 0-07-147018-2

A Professional Reference Title

Leading Innovation presents a unique, holistic approach to creating innovation at all levels of your organization. Authors Jeff DeGraff and Shawn Quinn have created a real-world, how-to playbook of integrated creativity tools and techniques for understanding where innovation comes from and harnessing its power to create a culture where real growth happens on a constant basis. Based on DeGraff's proven methods-which he teaches in his innovation program at the University of Michigan Ross School of Business and has applied at Fortune 500 companies around the world-this breakthrough guide focuses on systematically integrating business practices and connecting them to the value propositions they produce. You'll discover how to diagnose obstacles to innovation, realistically assess your options, and develop an integrated program of action that can be adjusted to meet the needs of any group, department, or business unit throughout your organization. You'll learn the 7 key steps to double-digit growth, sparking innovation in your:

- Leadership-teams, development, and behavior
- Strategic planning-identifying emerging opportunities
- Organizational culture and competency development
- Performance management processes-resource allocation, portfolio management
- Innovation incubation processes-stage-gate development processes, innovation networks
- Human resource management-staffing, team building, organizational learning

Throughout, insightful case studies demonstrate how these results-driven methods are supported by senior leadership at GE, Reuters, Coca-Cola, Pfizer, Johnson & Johnson, Eaton, and other leading innovators.

THE DEFINITIVE DRUCKER

By Elizabeth Haas Edersheim

2007 (December 2006) / 256 pages
ISBN-13: 978-0-07-147233-3 / MHID: 0-07-147233-9

A Professional Reference Title

For sixteen months before his death, Elizabeth Haas Edersheim was given unprecedented access to Peter Drucker, widely regarded as the father of modern management. At Drucker's request, Edersheim, a respected management thinker in her own right, spoke with him about the development of modern business throughout his life-and how it continues to grow and change at an ever-increasing rate. The Definitive Drucker captures his visionary management concepts, applies them to the key business risks and opportunities of the coming decades, and imparts Drucker's views on current business practices, economic changes, and trends-many of which he first predicted decades ago. It also sheds light onto issues such as why so many leaders fail, the fragility of our economic systems, and the new role of the CEO. Drucker's insights are divided into five main themes that the modern organization needs to, as Drucker would say, "create tomorrow" by

- Connecting with customers
- Innovating without abandoning what works
- Developing lasting partnerships
- Creating and retaining knowledge workers
- Establishing disciplined decision making

Drucker's penetrating questions, posed to those seeking his advice, helped business, corporate, and political leaders throughout the 20th century to see their work in a new perspective, and create phenomenal innovation. Edersheim's extensive interviews with some of these luminaries, including Warren Bennis, Ram Charan, Bill Gates, George Gallup, Jr. and A.G. Lafley offer compelling commentary on Drucker's vast influence. Delivering keen analysis and revealing insights into business, The Definitive Drucker is a celebration of this extraordinary man and his life's work, as well as a unique opportunity to learn from Drucker's final business lessons how to strategize, compete, and triumph in any market.

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Chapter 2: Customers
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Chapter 5: People and Knowledge
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CATALYST CODE

by David Evans and Richard Schmalensee

2007 (April 2007) / 240 pages
ISBN-13; 978-1-42-210199-5 / MHID: 1-422-10199-1

A Harvard Professional Reference Title

In an economy where markets, consumers, and technology are ever-changing and increasingly interdependent, economic catalysts – businesses that bring together a number of groups who need each other and make it easy for them to work together – are essential. Think of the credit card industry. This trillion dollar industry brings merchants and consumers together. Google creates value for its customers, and makes billions for itself, by bringing searchers and advertisers together. Companies that do this right – and transform their pricing practices, incentive plans, and organizational structures – are today's

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power brokers. Of course, catalysts have been around as long as marketplaces. But now, more than ever, they drive the economy. Doing business in this world isn't for the faint of heart – but Catalyst Code maps it out, showing where the opportunities – and pitfalls – lie.

REDEFINING GLOBAL STRATEGY

By Pankaj Ghemawat

2007 (August 2007) / 288 pages

ISBN-13: 978-1-59-139866-0 / MHID: 1-591-39866-5

A Harvard Professional Reference Title

Why do so many global strategies fail—despite companies' powerful brands and other border-crossing advantages? Seduced by market size, the illusion of a borderless, "flat" world, and the allure of similarities, firms launch one-size-fits-all strategies. But cross-border differences are larger than we often assume, explains Pankaj Ghemawat in Redefining Global Strategy. Most economic activity—including direct investment, tourism, and communication—happens locally, not internationally. In this "semiglobalized" world, one-size-fits-all strategies don't stand a chance. Companies must instead reckon with cross-border differences. Ghemawat shows you how—by providing tools for:

- ❖ Assessing the cultural, administrative, geographic, and economic differences between countries at the industry level and deciding which ones merit attention.
- ❖ Tracking the implications of particular border-crossing moves for your company's ability to create value.
- ❖ Creating superior performance with strategies optimized for adaptation (adjusting to differences), aggregation (overcoming differences), and arbitrage (exploiting differences), and for compound objectives.
- ❖ In-depth examples reveal how companies such as Cemex, Toyota, Procter & Gamble, Tata Consultancy Services, IBM, and GE Healthcare have adroitly managed cross-border differences—as well as how other well-known companies have failed at this challenge.

Crucial for any business competing across borders, this book will transform the way you approach global strategy.

WHAT IS STRATEGY?

By Harvard Business School Press

2007 (July 2007) / 256 pages

ISBN-13: 978-1-42-211017-1 / MHID: 1-422-11017-6

A Harvard Professional Reference Title

The objective of this volume is to help students develop the skills for formulating strategy on the job. It provides an understanding of a firm's operating environment and how to identify, develop, and sustain competitive advantage. Readers will learn how to balance the opportunities and risks associated with dynamic and uncertain changes in industry attractiveness and competitive position. The book should help students not only to develop a mastery of the essential analytical tools so that they can understand the devil in the details but also to integrate perspectives and competing interests, so as to see the big picture. They should be able to use these tools to perform in-depth analyses of industries and competitors, predict competitive behavior, and analyze how firms develop and sustain competitive advantage over time

OPERATION CHINA

By Jimmy Hexter and Jonathan Woetzel of Harvard Business School Press

2007 (November 2007) / 208 pages

ISBN-13: 978-978-1-42-211696-8 / MHID: 1-422-11696-4

A Harvard Professional Reference Title

China has matured as a market—and the game has changed. Yesterday, multinationals grappled with fundamental strategic choices: Do we go to China? Whom do we partner with? Where should we invest? Winning in China was all about achieving approval to enter the market, picking the right joint venture partner and selling in the right few cities to the right customers. Execution didn't matter as much as privileged access—through government and partner relationships. Today, China is teeming with MNCs and local competitors. Government is no longer the main driver of deals. Barriers to entry have fallen. Regulations are less of a factor. Partners are no longer required in many industries. Winning now depends on great execution: effectively and efficiently developing, marketing, producing, and channeling goods to customers and growing and retaining a talent base. In Operation China, Jimmy Hexter and Jonathan Woetzel explain how you can achieve superior execution in China—through operations including talent management, product development, information technology, procurement, supply-chain management, manufacturing, and sales, marketing, and distribution. Based on over two decades of consulting experience for both local and multinational operations in China and extensive research on what drives success in operating in China, this book helps you get your operations right in the new competitive arena defining China today.

WAL-SMART
What It Really Takes to Profit in a Wal-Mart World

By William Marquard

2007 (December 2006) / 256 pages

ISBN-13: 978-0-07-147516-7 / MHID: 0-07-147516-8

A Professional Reference Title

Wal-Smart is not just a book about Wal-Mart. It's about the principles of leadership in a Wal-Mart economy. No matter what industry you work in, Wal-Mart influences the way you do business. In providing a new level of convenience, discount pricing, and efficiency, Wal-Mart has changed the rules of the global economy, the customer expectations for every business-and the ways your organization must deliver to keep up. Is it even possible to thrive in a world ruled by this, and other, industry giants? Yes, it is possible-if you're "Wal-Smart," says Bill Marquard. The architect of Wal-Mart's first-ever strategic planning process, Marquard takes you on a rare tour of what's really driving Wal-Mart's success, from its powerful process disciplines to its hidden management "DNA" to its simple, but elegant, productivity loop. Wal-Smart answers our most gut-wrenching question as business leaders in any industry: Now that we're immersed in the Wal-Mart world, what are we going to do about it? Marquard prescribes the smart choices you need to make in every aspect of your business: as competitors, suppliers, employers, and community members. Throughout are stories of triumph-and of defeat-that distill the critical strategic choices you must make to win in the shadow of any giant of industry . . . or to become a giant yourself. Wal-Smart equips leaders, managers, and anyone in the business community with the essential strategies that really work to survive and thrive in this brave, new Wal-Mart world.

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9. The Supplier's Bargain: More strategies specifically for people who feel the great price squeeze
10. Your Business Model: Examining how to change Your Business Model for Success
11. Choosing to Win: Final thoughts on thriving in the Wal-Mart Economy

THE STARBUCKS EXPERIENCE
5 Principles of Turning Ordinary into Extraordinary

By Joseph Michelli

2007 (September 2006) / 208 pages
ISBN-13: 978-0-07-147784-0 / MHID: 0-07-147784-5

A Professional Reference Title

You already know the Starbucks story. Since 1992, its stock has risen a staggering 5,000 percent! The genius of Starbucks success lies in its ability to create personalized customer experiences, stimulate business growth, generate profits, energize employees, and secure customer loyalty-all at the same time. The Starbucks Experience contains a robust blend of home-brewed ingenuity and people-driven philosophies that have made Starbucks one of the world's "most admired" companies, according to Fortune magazine. With unique access to Starbucks personnel and resources, Joseph Michelli discovered that the success of Starbucks is driven by the people who work there-the "partners"-and the special experience they create for each customer. Michelli reveals how you can follow the Starbucks way to

- Reach out to entire communities
- Listen to individual workers and consumers
- Seize growth opportunities in every market
- Custom-design a truly satisfying experience that benefits everyone involved

Filled with real-life insider stories, eye-opening anecdotes, and solid step-by-step strategies, this fascinating book takes you deep inside one of the most talked-about companies in the world today. For anyone who wants to learn from the best-and be the best-The Starbucks Experience is a rich, heady brew of unforgettable user-friendly ideas.

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Principle 2: Everything Matters
Principle 3: Surprise and Delight
Principle 4: Embrace Resistance
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EXECUTING YOUR STRATEGY

By Mark Morgan, William Malek and Raymond Levitt

2007 (December 2007) / 304 pages
ISBN-13: 978-1-59-139956-8 / MHID: 1-591-39956-4

A Harvard Professional Reference Title

Ninety percent of businesses still fail to execute their strategies because their leaders do not understand how to break each strategy down into groups of activities and sequences of events that drive the company steadily toward its desired goal. Beyond that, managers often fail to prioritize these activities, assign responsibility for them, and decide on measures of their success. The authors argue that successful project design translates into successful strategic execution and that projects provide the critical link between knowing the strategy and living into it. Unfortunately, people outside engineering schools have learned something about strategic planning and something about operations management, but very little about getting from one to the other. Books like The Knowing-Doing Gap address this issue at the project level, but the key problem still remains: execution depends on a great many projects managed by many people across an organization or organizations. Without careful coordination, the overall strategy will still fail. This book presents a holistic model comprised of six imperatives--Ideate, Envision, Align, Engage, Synthesize, and Transition--which will enable managers to execute corporate strategy on time and on budget.

BIG THINK STRATEGY

By Bernd Schmitt

2007 (November 2007) / 192 pages
ISBN-13: 978-1-42-210321-0 / MHID: 1-422-10321-8

A Harvard Professional Reference Title

Business leaders need bold strategies to stay relevant and win. In Big Think Strategy, Schmitt shows how to bring bold thinking into your business by sourcing big ideas and executing them creatively. With the tools in this book, any leader can overcome institutionalized "small think"—the inertia, the narrow-mindedness, and the aversion to risk that block true innovation. Your reward? Big, bold, and decidedly doable strategies that excite your employees and leave your rivals scrambling. Drawing on years of advising corporate leaders on creativity and strategy development, Schmitt explains how to infuse fresh thinking into the planning process. Through his commentary on the Trojan War, the film Fitzcarraldo, and the composer Gustav Mahler, Schmitt uncovers the essence of bold leadership and the levers of revolutionary change. Abundant examples from Apple, Whole Foods, MySpace, IBM, General Electric, the Metropolitan Opera, and the Bill and Melinda Gates Foundation to name a few, show "big think strategy" in action. Tested by daring executives in a diverse range of industries, the practical ideas and tools in this book will help you leverage bold ideas in your strategic planning and position your firm uniquely for lasting market relevance and success."

HOW COUNTRIES COMPETE

By Richard Vietor

2007 (January 2007) / 320 pages
ISBN-13: 978-1-42-211035-5 / MHID: 1-422-11035-4

A Harvard Professional Reference Title

Business and political leaders often talk about what their respective countries must do to compete in the world economy. But what does it really mean for a country to compete, and how do they do this successfully? As the world has globalized, countries develop strategies to compete for the markets, technologies, and skills that will raise their standards of living. These government strategies can make—or break—a nation's efforts to drive and sustain growth. In

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How Countries Compete: Strategy, Structure and Government in the Global Economy, Richard Vietor shows how governments set direction and create the climate for a nation's economic development and profitable private enterprise. Drawing on history, economic analysis, and interviews with executives and officials around the globe, Vietor provides rich and insightful examinations of different government approaches to growth and development--leading to both success and failure. Individual chapters focus on the unique social, economic, cultural, and historical forces that shape governments' approach to economic growth. Countries discussed include: China, India, Japan, Singapore, the United States Mexico, Russia, Saudi Arabia, and South Africa. Vietor challenges the widespread notion that, in market-driven economies such as the United States, a strong government can only hinder business success. A provocative account and a rich resource, How Countries Compete offers potent insights into how the business environment has evolved in crucial nations—and what its trajectory might look like in the future.

DRAGONS AT YOUR DOOR

By Ming Zeng and Peter Williamson, Harvard Business School Press

2007 (May 2007) / 256 pages

ISBN-13: 978-1-42-210208-4 / MHID: 1-422-10208-4

A Harvard Professional Reference Title

The new competitive challenge from Chinese businesses is like nothing seen by Western companies since the Japanese arrived twenty years ago with their cars and consumer electronics. To fend off these fierce competitors, managers must forget yesterday's image of Chinese companies as producers of cheap, low-quality imitations flooding world markets. In fact, by strategically implementing what the authors call cost innovation, Chinese firms are advancing into high-end products and industries and competing for such high-value activities as engineering, design, and even R&D. The first book to examine this new competitive force, Dragons at Your Door exposes the strategies, strengths, and weaknesses of these fast-rising Chinese competitors, surfaces the underlying logic that enables Chinese firms to attack high-end industries, and provides critical new insight into these very different competitors

International Business Supplements (Professional References)

CHINDIA

How China and India are Revolutionizing Global Business

By Peter Edited by Engardio, Senior Writer, Businessweek

2007 (October 2006) / 224 pages

ISBN-13: 978-0-07-147657-7 / MHID: 0-07-147657-1

A Professional Reference Title

The economic rise of China and India has changed the way the world does business-and today's companies need to step up their game. This in-depth report, edited by a senior writer at BusinessWeek, goes behind the headlines of the new "megamarkets" to explore how your company can stay competitive. With a diverse array of viewpoints, ideas, and forward-thinking strategies, Chindia discusses new avenues businesses can use to embrace change and encourage growth.

- Brings together reporting and analysis on China's and India's emerging markets, from the reporters of the world's most widely read business magazine
- Provides need-to-know information for you to plan for the future of your business
- Features an introduction from Engardio, as well as chapter introductions explaining how the stories fit together and concluding summaries of major points for each chapter

BANGALORE TIGER

By Steve Hamm

2007 (September 2006) / 288 pages

ISBN-13: 978-0-07-147478-8 / MHID: 0-07-147478-1

A Professional Reference Title

Of all the tech tigers in India, Wipro is one of a handful that stands out from the pack. In the past five years, it has become one of the most accomplished tech services providers in the world, delivering business value through a combination of process excellence, quality frameworks, and service delivery innovation. Totally dedicated to customer satisfaction, Wipro is known to go above and beyond to make customers happy. It's a move that's paid off handsomely, with a 24 percent operating profit in its tech services division—more than twice the industry average. Bangalore Tiger is the story of Wipro's transformation and its impact on the tech services industry and the rules of global competition. BusinessWeek senior writer Steve Hamm takes you inside the halls of this transnational phenomenon to reveal the true secrets of Wipro's superior business: its people, principles, and core competencies. From Wipro's triumphs to its missteps, Hamm mines a treasure of business lessons, explaining how and, more important, why it is necessary to:

- Expand quickly without stumbling
- Follow the new rules for outsourcers
- Innovate every day—or else
- Be obsessive about customers
- Motivate employees the Wipro way
- Plan three years ahead to prepare for rapid growth

Hamm also gives you a rare glimpse into the mind of Wipro's charismatic chairman and thought leader, Azim Premji. Guiding Wipro's growth every step of the way, Premji was one of the first business leaders in India to decree that his company would not pay bribes. You'll see how his adoption of world-class business processes helped Wipro thrive—and how Wipro is helping to fulfill his dream of a better educated, more prosperous India. Removing the shroud of secrecy around Indian management principles, Hamm provides a real-world blueprint for operating a successful transnational organization, as viewed through the eye of the Bangalore Tiger.

CONTENTS

Part I: Taking on the West
Part II: Principles to Lead By
Part III: Build on Core Competencies
Part IV: Success Stories: How Wipro Did it
Part V: How to Inject the Dragon into Your Own Company

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CHINA NOW
Doing Business in the World's Most Dynamic Market

By Mark Lam and John Graham

2007 (November 2006) / 385 pages

ISBN-13: 978- 0-07-147254-8 / MHID: 0-07-147254-1

A Professional Reference Title

China has more than one billion people. That's one billion potential customers. China Now is your must-have guide to this exciting world of opportunity, written by a top corporate advisor and a renowned business professor who specialize in East-West business strategy. Together, Mark Lam and John Graham have worked with dozens of Fortune 500 companies and thousands of American and Chinese executives, and now share with you their most successful strategies, tactics, and insights. A comprehensive all-in-one tour of the world's fastest growing market, China Now is filled with everything you need to know about China's people, negotiation styles, culture, history, economics, and business dealings. You'll learn how to plan, where to go, and who to visit for the best results. And, unlike other books on the market, you'll discover the key differences between various regions and businesses that could make or break the deal.

China Now includes:

- The best regions to do business
- Nonverbal cues and culture-based signals
- Important travel, meeting, and personnel tips
- Laws and regulations on customs, foreign trade, and investment
- Protecting your intellectual property rights

Even if you've read Sun Tsu's The Art of War, this book will help you master the art of peaceful negotiations-and establish long-term partnerships that profit everyone involved. The advice you'll find here is not only invaluable; it's absolutely essential to the future of your business.

Entrepreneurship (Professional References)

ENTREPRENEUR POWER PLAYS
How the World's Most Dynamic Thinkers Reach the Top of Their Game

By BusinessWeek

2008 (October 2007) / 192 pages

ISBN-13: 978-0-07-148632-3 / MHID: 0-07-148632-1

A Professional Reference Title

The Last Word in Success from the First Name in Business. BusinessWeek's Power Plays series analyzes insights from the biggest power players in business on essential topics in today's market. Each book includes real case studies, Monday morning strategies, power moves that tackle key business problems head-on, and the keen industry knowledge that has made BusinessWeek the world's number-one authority.

MARKETING FOR SMALL BUSINESSES MADE EASY

By Kevin Epstein

2007 (May 2006) / 240 pages

ISBN-13: 978*-1-599-18017-5 / MHID: 1-599-18017-0

A Professional Reference Title

This no-nonsense, hands-on guide is the entrepreneurial marketers' battle plan for a successful marketing program. Marketing for Small Business Made Easy contains specific action steps and to-do lists for every step of the marketing process. Real-world anecdotes and specific examples from well-known start-ups demonstrate the book's practical skills. Author Kevin Epstein cuts through the buzzwords and marketing jargon to offer you cutting-edge advice on a variety of traditional and high-tech tools, from billboards to blogs.

Knowledge Management (Professional References)

International Edition

KNOWLEDGE MANAGEMENT
Enabling Business Growth

By Ganesh Natarajan, President of APTECH, a leading and training & consultant organization and Sandhya Shekhar, Principal Consultant of APTECH, Mumbai.

2000 / 375 pages

ISBN-13: 978-0-07-463770-8 / MHID: 0-07-463770-3

(Out of Print)

ISBN-13: 978-0-07-118820-3 / MHID: 0-07-118820-7 [IE]

McGraw-Hill India Title

A Professional Reference Title

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1. Introduction
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7. K M The Market Perspective
8. Building the Knowledge Corporation
9. KM in Other Segments
10. KM Your Perspective
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Corporate Governance (Professional References)

FROM CONFORMANCE TO PERFORMANCE
Best Corporate Governance Practices for Asian Companies

By Mak Yuen Teen

2006 / 464 pages

ISBN-13: 978-0-07-124781-8 / MHID: 0-07-124781-5

An Asian Publication

A Professional Reference Title

Corporate governance has become very much a part of the business language and its importance continues to be reinforced by recent corporate scandals worldwide. However, while good corporate governance aims to reduce the risks of fraud and mismanagement in companies, it is also about improving the functioning of these companies. Good corporate governance is not only about conformance with laws, rules, standards and codes but also about enhancing performance and shareholder value. This book approaches corporate governance from a multi-disciplinary perspective and emphasises not only conformance issues but also best practices designed to enhance company performance and shareholder value. The book provides an overview of corporate governance, including practices and developments in the Asian region and internationally, and comprehensive coverage of important areas of corporate governance relating to the board of directors, remuneration, accountability, communication with investors, risk management and audit. It is balanced between theory and practice and is written with an Asian audience in mind. Contributors to the book include academics, regulators, directors, senior executives and other industry professionals.

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Part I: Overview of Corporate Governance

1 The Goalposts have Moved: Recent International Developments in Corporate Governance

2 Corporate Governance in Malaysia: An Overview of Legal and Regulatory Reforms

3 Corporate Governance in Hong Kong

4 A Comparative Study of Corporate Governance Disclosures and Practices of Large Listed Companies in Hong Kong, Malaysia, Thailand and Singapore

5 The 3 P's of Corporate Governance: Principles, Processes and People

6 The Real Challenges of Good Corporate Governance

Part II: The Board of Directors

7 Current Issues in Directors' Legal Liabilities

8 Selecting Directors for an Independent Board

9 Directors' Cut: Interviews with Independent Directors on Current Issues and Challenges

10 Who is an Independent Director: Fact, Perception or Anything Goes?

11 Six Degrees of Separation between the CEO and Chairman: Asian-style Board Leadership

12 Should There be a Limit on the Number of Directorships?

13 Board Size Really Matters

14 Lack of Separation between the Board and Management

15 Information Requirements of the Board of Directors

16 Directors' and Officers' Liability in a Changing Environment in Asia

17 Directors' and Officers' Liability Insurance: The Asian Landscape after 9/11, Corporate Scandals and Sarbanes-Oxley Act

Part III: Remuneration

18 Using Stock Options as Compensation

19 Disclosure is Not a Substitute for Good Governance: The Bio-Treat Technology Case

20 Performance Shares: What's Fair, What's Not

21 Accounting for Share-based Payments

22 Valuation of Stock Options

Part IV: Audit, Risk Management and Accountability

23 Making Related Party Transactions Transparent: A Survey of International Practices

24 Calibrating Corporate Governance Practices: Corporate Governance Scores *25* Corporate Governance Rating: Thailand's Experience

26 An Auditor's Perspective on Corporate Governance in Singapore

27 The Audit Committee and Its Role in Corporate Governance

28 The Role of Risk Management in a Sound System of Internal Controls

29 Corporate Governance: New Challenges for the CFO

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Introduction to Business - Textbooks.....155

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BUSINESS ADMINISTRATION

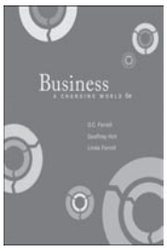
2008	Author	ISBN-13	MHID	Page
Business: A Changing World, 6e	Ferrell	9780073511665	0073511668	155
Understanding Business, 8e	Nickels	9780073105970	007310597X	155

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Introduction to Business - Textbooks

NEW

International Edition



BUSINESS
A Changing World, 6th Edition

By O C Ferrell, Colorado State University, Geoffrey Hirt and Linda Ferrell of University of Wyoming

2008 (January 2007) / 576 pages
ISBN-13: 978-0-07-351166-5 / MHID: 0-07-351166-8
ISBN-13: 978-0-07-128560-5 / MHID: 0-07-128560-1 [IE]

http://www.mhhe.com/ferrell6e

Business: A Changing World is the fastest growing introductory business textbook on the market, and for a simple reason. Unlike most brief textbooks on the market, which are trimmed and spliced from much longer works into an approximation of an essentials edition, Ferrell/Hirt/Ferrell is written from the ground up to be brief, lean, and flexible enough to enable you to cover just the topics you want at the level of depth you want, plus it doesn't inherit out-dated examples from a hardback derivative. With market-leading teaching support and the most up to date content available, Business: A Changing World represents the best value available in the brief Introductory Business market. What sets Ferrell apart? An unrivaled mixture of topical depth, current content and the best teaching support around.

NEW TO THIS EDITION

❖ Destination CEO boxes: these new boxes correspond to video available directly to students on the Premium Content portion of the text website and on the Instructor DVD. Key leaders in the industry tell of their personal journeys, how they got to the top, and what it took to get there.

❖ Building Relationships feature: this feature highlights key human resource management issues at some of the top companies across the globe, and some of the "up and comers."

❖ Entrepreneurship in Action boxes: these boxes highlight successful entrepreneurs and their endeavors…as small business becomes a more important part of this course.

❖ Building Your Business Plan: this end of chapter feature helps students through the basic steps of building a business plan. Each chapter has a relevant plan-building exercise within the end-of-chapter material, along with an Appendix at the end of Chapter 1 to help with the entire Business Plan.

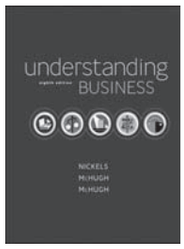
❖ To maintain the short, survey nature of Business, the 6th Edition remains 16 chapters. Based on reviewer feedback, however, the chapters on Money and Accounting have been switched…students need to understand Money before they can fully understand the nature of Accounting.

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Chapter 4: Managing Information Technology and E-Business
Part Two: Starting and Growing a Business
Chapter 5: Options for Organizing Business
Chapter 6: Small Business, Entrepreneurship, and Franchising
Part Three: Managing for Quality and Competitiveness
Chapter 7: The Nature of Management
Chapter 8: Organization, Teamwork, and Communication
Chapter 9: Production and Operations Management
Part Four: Creating the Human Resource Advantage
Chapter 10: Motivating the Workforce
Chapter 11: Managing Human Resources
Appendix C Personal Career Plan
Part Five: Marketing: Developing Relationships
Chapter 12: Customer-Driven Marketing
Chapter 13: Dimensions of Marketing Strategy
Part Six: Financing the Enterprise
Chapter 14: Money and the Financial System
Chapter 15: Accounting and Financial Statements
Chapter 16: Financial Management and Securities Markets
Appendix D Personal Financial Planning

NEW

International Edition



UNDERSTANDING BUSINESS
8th Edition

By William Nickels, University of Maryland-College Park, Jim & Susan McHugh

2008 (November 2006) / 832 pages
ISBN-13: 978-0-07-310597-0 / MHID: 0-07-310597-X
ISBN-13: 978-0-07-110136-3 / MHID: 0-07-110136-5 [IE]

http://www.mhhe.com/nickels8e

Understanding Business by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions for three reasons: (1) The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience, (2) we listen to our customers, and (3) the quality of our supplements package. We consistently look to the experts –full-time faculty members, adjunct instructors, and of course students– to drive the decisions we make about the text itself and the ancillary package. Through a series of focus groups, symposia, as well as full-book, single-chapter, revised manuscript reviews of both text and key ancillaries, we have heard the stories of more than 500 professors and their insights and experiences are evident on every page of the revision and in every supplement. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today's real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, Understanding Business leads the way.

NEW TO THIS EDITION

❖ Online Course Management. Online assets have been greatly enhanced. Our content available for online courses is much more comprehensive and in line with what needs to be available for hybrid (part online and part person-to-person) or completely online courses. The student CD has been eliminated and all study resources put on

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the OLC for easy access. (no premium content)

❖ Standard Cartridge. =$5 The Standard Cartridge includes all of the material that is contained in the OLC, but in a format ready for Blackboard, WebCT, etc.

❖ Enhanced Cartridge =$15 The Enhanced Cartridge is the perfect tool for instructors teaching a hybrid course or a course completely online looking for a lot of online content. Resources like threaded discussion postings, assignments, student activities, etc –are included in the enhanced cartridge– plenty of material to keep students and professors busy who are in an online/hybrid course.

❖ Bonus Chapters. The chapters on Using Technology to Manage Information and Managing Personal Finances have been changed to Bonus Chapters. Previous appendices on Risk Management and the Legal Environment of Business have also been changed to bonus chapters at the end of the book. Through our market research, we found most people did not cover these 2 areas (technology and personal finances) in much depth. So, to help with important issues of book length, these chapters were shortened a bit to give the most applicable and important information to the student. But, for those who still want to cover these concepts, the information in the text is quite sufficient– and, importantly, these bonus chapters are still supported with supplemental material such as test bank questions, instructor's notes, PowerPoints, etc.

❖ New Video Format. There is still 1 video per chapter included with the text, but there are 12 new videos shot specifically for UB8e in a new modular format to be used on a DVD. Each of these videos is broken out into the same 7 short segments that focus on the company/organization's history, ethics, challenges, future plans, etc. Then the professor can drag and drop them into any order they prefer, thereby creating their own video. Professors have been telling us they prefer much different video lengths and topics– this allows them the flexibility to customize the videos as they've been asking to do. The other videos that are not original for UB8e are 8-10 minute videos.

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Chapter 20: Understanding Money, Financial Institutions and the Federal Reserve Bonus
Chapter A: Working Within the Legal Environment of Business Bonus
Chapter B: Using Technology to Manage Information Bonus
Chapter C: Managing Risk Bonus Chapter D: Managing Personal Finances

International Edition

INTRODUCTION TO BUSINESS

Gareth R Jones, Texas A&M University

2007 (January 2006) / 608 pages
ISBN-13: 978-0-07-322436-7 / MHID: 0-07-322436-7
(with DVD, OLC and Premium Content Card)
ISBN-13: 978-0-07-326066-2 / MHID: 0-07-326066-5
(with CD, OLC and Tab Inserts)
ISBN-13: 978-0-07-110819-5 / MHID: 0-07-110819-X
[IE with OLC PCC and Student DVD]

http://www.mhhe.com/jonesintro

Best-selling Management author, Gareth Jones, offers a fresh approach in Introduction to Business 1/e by engaging students with illustrative examples and stories embedded within the text to encourage them to learn more about the concepts than any other paperback available. Jones' Introduction to Business is comprehensive yet concise by providing the main points in a narrative style without overwhelming the students with excessive detail. The wealth of examples and the depth of coverage is unmatched by any other text. In contrast to the traditional survey approach in this market, Jones provides a foundation to business by organizing the material to show students how business happens not by separating topics by discipline.

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Part 1 The Environment of Business.
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Chapter 3 Entrepreneurs, Managers, and Employees.
Chapter 4 Multinationals and the Global Environment of Business.
Chapter 5 Business Ethics and the Legal Environment of Business.
Part 2 The Human Side of Business.
Chapter 6 Leadership, Influence, and Communication in Business.
Chapter 7 Motivating and Managing People and Groups in Business Organizations.
Chapter 8 The Structure and Culture of a Business Organization.
Part 3 A Functional Approach to Business.
Chapter 9 Information Technology and E-Commerce: Managing Information, Knowledge, and Business Relationships.
Chapter 10 Marketing and Product Development: Creating and Positioning Goods and Services.
Chapter 11 Sales, Distribution, and Customer Relationship Management: Reaching and Satisfying Customers.
Chapter 12 Operations and Materials Management: Managing the Production and Flow of Goods and Services.
Chapter 13 Human Resource Management: Acquiring and Building Employees' Skills and Capabilities.
Chapter 14 Accounting: Measuring How Efficiently and Effectively Resources Are Creating Value and Profit.
Chapter 15 Finance: Balancing Risk and Return

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KEYBOARDING & OFFICE TECHNOLOGY

2009

	Author	ISBN-13	MHID	Page
Customer Service: Building Successful Skills for the Twenty-First Century, 4e	Lucas	9780073545448	0073545449	159

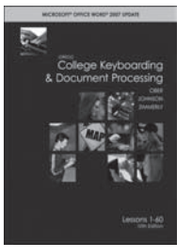
2008

Gregg College Keyboarding & Document Processing (GDP), Microsoft Word 2007 Update, Lessons 1-60, 10e	Ober	9780073368313	0073368318	159
Gregg College Keyboarding & Document Processing (GDP), Microsoft Word 2007 Update, Lessons 1-120, 10e	Ober	9780073372174	007337217X	159
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Keyboarding

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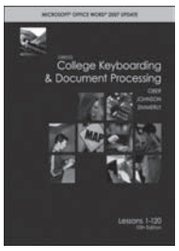
By Scot Ober, Ball State University, Jack E Johnson and Arlene Zimmerly

2008 (July 2007) / 304 pages

ISBN-13: 978-0-07-336831-3 / MHID: 0-07-336831-8 (Main Text)

Gregg College Keyboarding and Document Processing (GDP), Word 2007 Update, 10e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system. Building from a strong foundation, this version of GDP focuses on adding flexibility for the instructor, along with updating the program to be compatible with the new Microsoft Word 2007 software. Multiple software enhancements and flexible Instructor Management, both LAN and Web-based, support the program's strong content. Instructors will appreciate the flexibility of using a program that can be successfully implemented in a variety of classroom environments and that can be accessed from any Internet-connected computer—regardless of where the program was installed.

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GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), MICROSOFT WORD 2007 UPDATE, LESSONS 1-120
10th Edition

By Scot Ober, Ball State University, Jack E Johnson and Arlene Zimmerly

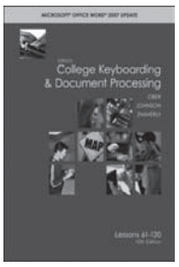
2008 (July 2007) / 608 pages

ISBN-13: 978-0-07-337217-4 / MHID: 0-07-337217-X (Main Text)

Gregg College Keyboarding and Document Processing (GDP), Word 2007 Update, 10e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system. Building from a strong foundation, this version of GDP focuses on adding flexibility for the instructor, along with updating the program to be compatible with the new Microsoft Word 2007 software. Multiple software enhancements and flexible Instructor Management, both LAN and Web-based, support the program's strong content. Instructors will appreciate the flexibility of using a program that can be successfully implemented in a variety of classroom environments and that can be accessed from any Internet-connected computer—regardless of where the program was installed.

Keyboarding Advanced

NEW



GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), MICROSOFT WORD 2007, LESSONS 61-120
10th Edition

By Scot Ober, Ball State University, Jack E Johnson and Arlene Zimmerly

2008 (July 2007) / 376 pages

ISBN-13: 978-0-07-336832-0 / MHID: 0-07-336832-6 (Main Text)

Gregg College Keyboarding and Document Processing (GDP), Word 2007 Update, 10e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system. Building from a strong foundation, this version of GDP focuses on adding flexibility for the instructor, along with updating the program to be compatible with the new Microsoft Word 2007 software. Multiple software enhancements and flexible Instructor Management, both LAN and Web-based, support the program's strong content. Instructors will appreciate the flexibility of using a program that can be successfully implemented in a variety of classroom environments and that can be accessed from any Internet-connected computer—regardless of where the program was installed.

Customer Service

NEW

CUSTOMER SERVICE
Building Successful Skills for the Twenty-First century, 4th Edition

By Robert W. Lucas, Creative Presentation Resources, Inc

2009 (February 2008) / 544 pages

ISBN-13: 978- 0-07-354544-8 / MHID: 0-07-354544-9

(Details unavailable at press time)

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International Edition

CUSTOMER SERVICE
Building Successful Skills for the Twenty-First Century
3rd Edition

By Robert W. Lucas, Creative Presentation Resources, Inc

2005 / 432 pages
ISBN-13: 978-0-07-293805-0 / MHID: 0-07-293805-6
ISBN-13: 978-0-07-111292-5 / MHID: 0-07-111292-8 [IE]

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Chapter 9 Customer Service via Technology
PART THREE: SELF-HELP SKILLS
Chapter 10 Managing Your Stress
Chapter 11 Managing Your Time
PART FOUR: ENHANCING CUSTOMER RELATIONSHIPS
Chapter 12 Encouraging Customer Loyalty
Chapter 13 Service Recovery
PART FIVE: CUSTOMER SERVICE FOR THE TWENTY-FIRST CENTURY
Chapter 14 Focusing on the Future

Medical Transcription

INTRODUCTION TO MEDICAL OFFICE TRANSCRIPTION PACKAGE
3rd Edition

By Karonne Becklin and Edith Sunnarborg

2007 (January 2006)
ISBN-13: 978-0-07-325936-9 / MHID: 0-07-325936-5
McGraw-Hill/ Glencoe Publication

http://www.mhhe.com/MOT3e

Medical Office Transcription, 3rd Edition, provides an introduction into teaching medical transcription. The text/workbook reviews anatomy, medical terminology, symptoms and disease conditions, and grammar as it relates to the field of medical transcription. The one-semester text can be used independently, self-paced, or in a traditional classroom.

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Chapter 8 The Urinary System.
Chapter 9 The Reproductive System and Obstetrics.
Chapter 10 The Musculoskeletal System.
Chapter 11 The Nervous System.
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Appendix B Abbreviations.
Appendix C Drug Classifications.
Appendix D Laboratory Tests.
Appendix E HIPPA Overview.
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Office Filing

GREGG QUICK FILING PRACTICE KIT
5th Editon

By Jeffrey R Stewart, Virginia Polytech Inst and Barbara W Trent, Franklin University

2007 (December 2005) / 96 pages
ISBN-13: 978-0-07-322288-2 / MHID: 0-07-322288-7

http://www.mhhe.com/stewart5e

This kit provides training in the methods of paper and computer filing. The theme of the text is that the reader is a new employee of the fictional Online Printing Services and must complete are series of tasks and exercises with the mock filing kit.

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Chapter 1: Getting Started with Gregg Quick Filing Practice.
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Chapter 3: Alphabetic Correspondence Filing.
Chapter 4: Subject Correspondence Filing.
Chapter 5: Electronic Filing.
Chapter 6: Geographic Card Filing.
Chapter 7: Numeric Card Filing.
Answer Sheets

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MANAGEMENT INFORMATION SYSTEMS

2009

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Business Driven Technology, 3e	Haag	9780073376745	0073376744	163

2008

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Introduction to Information Systems

NEW

International Edition

ESSENTIALS OF BUSINESS DRIVEN INFORMATION SYSTEMS

By Paige Baltzan and Amy Phillips of University of Denver

2009 (January 2008) / 480 pages
ISBN-13: 978-0-07-337672-1 / MHID: 0-07-337672-8
ISBN-13: 978-0-07-128758-6 / MHID: 0-07-128758-2 [IE]

(Details unavailable at press time)

NEW

BUSINESS DRIVEN TECHNOLOGY 3rd Edition

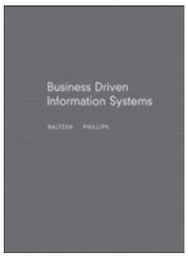
By Stephen Haag, Paige Baltzan and Amy Phillips of University of Denver

2009 (March 2008) / 672 pages
ISBN-13: 978-0-07-337674-5 / MHID: 0-07-337674-4

(Details unavailable at press time)

NEW

International Edition



BUSINESS DRIVEN INFORMATION SYSTEMS WITH MISOURCE 2007 AND STUDENT CD

by Paige Baltzan, University of Denver, and Amy Phillips, University of Denver

2008 (December 2006) / Hardcover
ISBN-13: 978-0-07-332307-7 / MHID: 0-07-332307-1
ISBN-13: 978-0-07-128627-5 / MHID: 0-07-128627-6
[IE, with MI Source 2007 and CD]

Browse http://www.mhhe.com/baltzan

Business Driven Information Systems (also known as BDIS) discusses business initiatives first and then how technology supports those initiatives. The premise for this unique approach is that business initiatives drive technology decisions in a corporation. Every discussion first addresses the business needs and then addresses the technology that supports those needs. This text provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. BDIS is designed to give students the ability to understand how information technology can be a point of strength for an organization.

FEATURES

- Integrative Themes-Several integrative themes are present throughout the text which adds relevancy to the material. Themes such as ethics, social responsibility and gaining a competitive advantage are essential for students to gain a full understanding of the strategies that a business must implement.
- BDIS 1e is a well organized and concisely written text which helps students follow the topics from one chapter to the next in a logical matter.
- Comprehensive end-of-chapter cases-These cases encourage students to consider what concepts have been presented and then apply those concepts to a situation they might find in an organization.
- Making Business Decisions Feature- Small scenario-driven projects that are featured in this text help students focus individually on decision making as they relate to the topical elements in the chapter.
- Written by Paige Baltzan and Amy Phillips, coauthors of Business Driven Technology, the only other textbook to take a business first approach to teaching MIS.
- Baltzan 1e is also offered as a Zinio ebook. For more information, please click on the link that follows.
- Book Preview Site

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Chapter 1 Information Systems in Business.
Chapter 2 Strategic Decision Making.
Chapter 3 E-Business.
Chapter 4 Ethics and Information Security.
Chapter 5 IT Architectures.
Chapter 6 Databases and Data Warehouses.
Chapter 7 Networks, Telecommunications, and Wireless Computing.
Chapter 8 Supply Chain Management.
Chapter 9 Customer Relationship Management.
Chapter 10 Enterprise Resource Planning and Collaboration Systems.
Chapter 11 Systems Development.
Chapter 12 Project Management and Outsourcing.
Plug-In 1 Business Basics.
Plug-In 2 Business Processes.
Endnotes.
Glossary.
Index

NEW



INTRODUCTION TO INFORMATION SYSTEMS 14th Edition

By James O'Brien, Northern Arizona University and George Marakas, University of Kansas-Lawrence

2008 (November 2007) / 576 pages
ISBN-13: 978-0-07-340292-5 / MHID: 0-07-340292-3

http://www.mhhe.com/obrien

O'Brien's Introduction to Information Systems 14e continues to reflect

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the movement toward enterprise-wide business applications. George Marakas from the University of Kansas joins as a co-author on this new edition. New real world case studies correspond with this curriculum shift. The text's focus is on teaching the general business manager how to use and manage the most current IT technologies such as the Internet, Intranets, and Extranets for enterprise collaboration, and how IT contributes to competitive advantage, reengineering business processes, problem solving, and decision-making.

NEW TO THIS EDITION

❖ O'Brien has created 30% new blue boxes within the textbook.

❖ Two-thirds of the Real World Cases are new to the Fourteenth Edition

❖ New small business Real World Cases. Twenty percent of the cases now discuss the role IT plays in the challenges and successes of small-to-medium businesses.

❖ A New section has been added to explain the Transaction Processing Systems.

❖ The Analysis Exercises are new and improved.

CONTENTS

Module I
Chapter 1 Foundations Of Information Systems In Business
Chapter 2 Competing With Information Technology
Module II
Chapter 3 Computer Hardware
Chapter 4 Computer Software
Chapter 5 Data Resource Management
Chapter 6 Telecommunications And Networks
Module III
Chapter 7 Electronic Business Systems
Chapter 8 Electronic Commerce Systems
Chapter 9 Decision Support Systems
Module IV
Chapter 10 Developing Business/it Solutions
Module V
Chapter 11 Security And Ethical Challenges
Chapter 12 Enterprise And Global Management Of Information Technology

NEW

International Edition



BUSINESS DRIVEN TECHNOLOGY 2nd Edition

By Stephen Haag, Paige Baltzan and Amy Phillips of University of Denver

2008 (November 2006) / 600 pages
ISBN-13: 978-0-07-312368- 4 / MHID: 0-07-312368-4
ISBN-13: 978-0-07-332306-0 / MHID: 0-07-332306-3 (with CD)
ISBN-13: 978-0-07-128624-4 / MHID: 0-07-128624-1
[IE with MISource 2007 & Student CD]

http://www.mhhe.com/bdt2e

BDT takes a business-first approach, starting each chapter by explaining the value of a business initiative and then detailing the technology that enables the initiative. This revolutionary approach instantly demonstrates the 'why' to business students without boring them with the 'how'. The adaptive chapter/plug-in organization allows the instructor to adjust content according to their business or technical preferences.

NEW TO THIS EDITION

❖ Number of Business Plug-Ins increased from 10 to 15. Includes new Plug-Ins on business processes (B2), enterprise architectures (B4), networks and telecommunications (B5), and e-business (B11).

❖ Number of Technology Plug-Ins increased from 7 to 10. New Plug-Ins include discussions on Access, FrontPage, and web design and expanded discussions of Excel.

❖ Number of case studies increased from 55 to 64.

❖ Apply Your Knowledge appendix has been updated and expanded. It contains 50 projects that focus on student application of core concepts and tools. All productivity tool projects come with Captivate solution file that walks students step-by-step through the solution, which saves instructors valuable time.

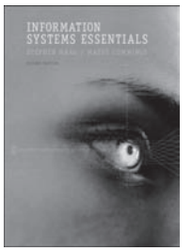
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Chapter 3: Strategic Initiatives for Implementing Competitive Advantages
Chapter 4: Measuring the Success of Strategic Initiatives
Chapter 5: Organizational Structures that Support Strategic Initiatives
Unit 2
Chapter 6: Valuing Organizational Information
Chapter 7: Storing Organizational Information – Databases
Chapter 8: Accessing Organizational Information – Data Warehouse
Unit 3
Chapter 9: Enabling the Organization – Decision Making
Chapter 10: Extending the Organization – Supply Chain Management
Chapter 11: Building a Customer-Centric Organization –CRM
Chapter 12: Integrating the Organization from End-to-End – ERP
Unit 4
Chapter 13: Creating Innovative Organizations
Chapter 14: E-Business
Chapter 15: Creating Collaborative Partnerships
Chapter 16: Integrating Wireless Technology in Business
Unit 5
Chapter 17: Building Software to Support an Agile Organization
Chapter 18: Outsourcing in the 21st Century
Chapter 19: Developing a 21st Century Organization
Business Plug-ins:
B1: Business Basics B2: Business Process B3: Hardware and Software B4: Enterprise Architactures B5: Networks and Telecommunications B6: Information Security B7: Ethics B8: Supply Chain Management B9: Customer Relationship Management B10: Enterprise Resource Planning B11: E-Business B12: Emerging Trends and Technologies B13: Strategic Outsourcing B14: Systems Development B15: Project Management
Technical Plug-ins:
T1: Personal Productivity Using IT (Student CD and OLC only) T2: Basic Skills Using Excel T3: Problem Solving Using Excel (Student CD and OLC only) T4: Decision Making Using Excel (Student CD and OLC only) T5: Designing Database Applications (Student CD and OLC only) T6: Basic Skills Using Access T7: Problem Solving Using Access (Student CD and OLC only) T8: Creating Forms and Reports Using Access (Student CD and OLC only) T9: Designing Web Pages (Student CD and OLC only) T10: Basic Skills Using FrontPage (Student CD and OLC only)

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NEW

International Edition



INFORMATION SYSTEMS ESSENTIALS
2nd Edition

By Stephen Haag, University of Denver and Maeve Cummings, Pittsburg State University

2008 (November 2006)
ISBN-13: 978-0-07-351152-8 / MHID: 0-07-351152-8
ISBN-13: 978-0-07-332308-4 / MHID: 0-07-332308-X
(with MISource 2007)
ISBN-13: 978-0-07-128628-2 / MHID: 0-07-128628-4
[IE with MISource 2007]

http://www.mhhe.com/cit/haag/

9 chapters plus 3 appendices cover the traditional core material of MIS. A comprehensive set of group projects and e-commerce projects support an applied component to the course. Consistent with Haag's best-selling MIS for the Information Age, IS Essentials 2/e conveys the impact of IS on the individual with contemporary writing and lively examples.

NEW TO THIS EDITION

❖ New prologue quickly conveys the value of this course to the non-MIS major.

❖ HUGE appendix of projects

❖ Concept Reinforcement sidebars in every chapter break up the reading with short, hands-on activities.

CONTENTS

Prologue
Chapter 1: The Information Age in which You Live
Chapter 2: Major Business Initiatives
Chapter 3: Databases and Data Warehouses
Chapter 4: Decision Support and Artificial Intelligence
Chapter 5: Electronic Commerce
Chapter 6: Systems Development
Chapter 7: Enterprise Infrastructure and Integration
Chapter 8: Protecting People and Information
Chapter 9: Emerging Trends and Technologies
Appendix A: Hardware and Software
Appendix B: Network Basics
Appendix C: MIS and Your Career
Appendix D: Projects

Management Information Systems

NEW

International Edition



MANAGEMENT INFORMATION SYSTEMS
8th Edition

By James O'Brien, Northern Arizona University and George Marakas, University of Kansas-Lawrence

2008 (November 2006)
ISBN-13: 978-0-07-351154-2 / MHID: 0-07-351154-4
ISBN-13: 978-0-07-332309-1 / MHID: 0-07-332309-8
(with MISource 2007)
ISBN-13: 978-0-07-110140-0 / MHID: 0-07-110140-3 [IE]
ISBN-13: 978-0-07-128626-8 / MHID: 0-07-128626-8
[IE with MISource 2007]

http://www.mhhe.com/obrien

The benchmark text for the syllabus organized by technology (a week on databases, a week on networks, a week on systems development, etc.) taught from a managerial perspective. O'Brien defines technology and then explains how companies use the technology to improve performance. Real world cases finalize the explanation.

NEW TO THIS EDITION

❖ Bigger Real World Cases: A new 2-page format delivers more detail and depth. Additional discussion questions and activities for each case allow for a variety of apply the cases to class. Thirty-eight new Real World Cases have been added for the 8th edition.

❖ Completely revised Analysis Exercises at the end of each chapter provide really interesting experiences applying the chapter concepts.

❖ New Material, Same Organization – the list of updates to each chapter of each edition are simply too lengthy to list; it's MIS after all.

❖ Modular Chapter Organization breaks each chapter into two units, allowing instructors to skip units without lost continuity.

CONTENTS

MODULE I Foundation Concepts
1. Foundations of Information Systems in Business Section I Foundation Concepts: Information Systems in Business Section II Foundation Concepts: The Components of Information Systems
2. Competing with Information Technology Section I Fundamentals of Strategic Advantage Section II Using Information for Strategic Advantage

MODULE II Information Technologies
3. Computer Hardware Section I Computer Systems: End User and Enterprise Computing Section II Computer Peripherals: Input, Output, and Storage Technologies
4. Computer Software Section I Application Software: End User Applications Section II System Software: Computer System Management
5. Data Resource Management Section I Managing Data Resources

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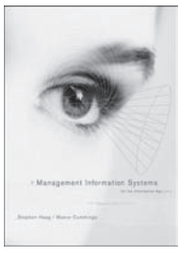
Section II Technical Foundations of Database Management
6. Telecommunications and Networks Section I The Networked Enterprise Section II Telecommunications Network Alternatives

MODULE III Business Applications
7. Electronic Business Systems Section I Enterprise Business Systems Section II Functional Business Systems
8. Enterprise Business Systems Section I Customer Relationship Management: The Business Focus Section II Enterprise Resource Planning: The Business Backbone Section III Supply Chain Management: The Business Network
9. Electronic Commerce Systems Section I Electronic Commerce Fundamentals Section II e-Commerce Applications and Issues
10. Decision Support Systems Section I Decision Support in Business Section II Artificial Intelligence Technologies in Business

MODULE IV Development Processes
11. Developing Business/IT Strategies Section I Planning Fundamentals Section II Implementation Challenges
12. Developing Business/IT Solutions Section I Developing Business Systems Section II Implementing Business Systems

MODULE V Management Challenges
13. Security and Ethical Challenges Section I Security, Ethical, and Societal Challenges of IT Section II Security Management of Information Technology
14. Enterprise and Global Management of Information Technology Section I Managing Information Technology Section II Managing Global IT

NEW



MANAGEMENT INFORMATION SYSTEMS FOR THE INFORMATION AGE
7th Edition

By Stephen Haag, University of Denver, Maeve Cummings, Pittsburg State University and Amy Phillips, University of Denver

2008 (November 2007) / 608 pages
ISBN-13: 978-0-07-340291-8 / MHID: 0-07-340291-5
ISBN-13: 978-0-07-722962-7 / MHID: 0-07-722962-2
(with Student CD)

http://www.mhhe.com/haag

Chapters cover what instructors want students to know about MIS while Extended Learning Modules (XLMs) show students what they can do with MIS. A contemporary writing style and a wealth of examples engage students like no other MIS text. Arranged with chapter opening cases that highlight how an organization has successfully implemented many of the chapter's concepts and chapter closing cases that help students apply what they just learned gives students the hands-on knowledge that is applicable in both their personal and professional experiences.

NEW TO THIS EDITION

❖ This text will provide three class discussion questions to accompany the chapter opening case study.

❖ All of the End of Chapter material has been rewritten.

❖ Included in the updated End of Chapter section is a new section – Discussion Questions – which has been added to all of the End of Chapter material.

❖ Extended Learning Modules D and J have been updated to correspond to Office 2007

❖ Extended Learning Modules D and J for Office 2003 have been updated and will be located on the Student CD

CONTENTS

Chapter 1 The Information Age in Which You Live: Changing the Face of Business / XLM A Computer Hardware and Software

Chapter 2 Major Business Initiatives: Gaining Competitive Advantage with IT / XLM B The World Wide Web and the Internet

Chapter 3 Databases and Data Warehouses: Building Business Intelligence / XLM C Designing Databases and Entity-Relationship Diagramming

Chapter 4 Decision Support and Artificial Intelligence: Brainpower for Your Business / XLM D Decision Analysis with Spreadsheet Software (Office 2007)

Chapter 5 Electronic Commerce: Strategies for the New Economy / XLM E Network Basics

Chapter 6 Systems Development: Phases, Tools, and Techniques

Chapter 7 Enterprise Infrastructure and Integration: Building the Dynamic Enterprise

Chapter 8 Protecting People and Information: Threats and Safeguards / XLM H Computer Crime and Forensics

Chapter 9 Emerging Trends and Technologies: Business, People, and Technology Tomorrow / XLM J Implementing a Database with Microsoft Access (Office 2007)

Group Projects / **Student CD:** XLM D Decision Analysis with Spreadsheet Software (Office 2003) / XLM F Building a Web Page with HTML / XLM G Object-Oriented Technologies / XLM I Building an E-Portfolio / XLM J Implementing a Database with Microsoft Access (Office 2003) / XLM K Careers in Business / XLM L Building Web Sites with Microsoft FrontPage / XLM M Programming in Excel with VBA

MANAGEMENT INFORMATION SYSTEMS
3rd Edition

by W S Jawadekar, Management and IT Consultant, Pune, India
2006 (August 2006) / 808 pages
ISBN-13: 978-0-07-061634-9 / MHID: 0-07-061634-5
McGraw-Hill India Title

This new edition seeks to sharpen the focus on the customer-oriented e-business. The text is well-known for its thorough coverage of the MIS concepts and their applications. While exploring the role of MIS in the strategic management of business, this edition gives a well-rounded overview of the technological resources – software, middleware and hardware. Consequently, design, development, architecture, and quality development of MIS are the main pillars of the book. Case studies and in-text examples based on Indian business organizations would provide the context for better understanding.

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Part I: Strategic View of Management Information Systems
1. Introduction
2. E-Business Entreprise

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3. Strategic Management of Business
4. Security Challenges to E-Enterprise
5. Information Technology impact on Society
Part II: Basics of Management Information Systems
6. Decision Making
7. Information and Knowledge
8. Systems Engineering
9. Development of MIS
10. Business Process Reengineering
Part III: Applications of Management Information Systems
11. Applications in Manufacturing Sector
12. Applications in Service Sector
13. Decision Support Systems
14. Enterprise Management Systems
Part IV: Technology in Management Information Systems
15. Technology of Information Systems
16. Database Management Systems
17. Object-Oriented Technology (OOT): Conceptual Presentation
18. Client-Server Architecture
19. Networks
20. Business Process Re-engineering (BPR)
21. Data Warehouse: Architecture to Implementation
22. Electronic Business Technology
23. Web: A Tool for Business Management
Part V: Case Studies

International Edition

MANAGEMENT INFORMATION SYSTEMS
4th Edition

by Gerald V Post, Univ of the Pacific and David L Anderson, DePaul U/McGowan Center

2006 / Hardcover / 640 pages
ISBN-13: 978-0-07-294779-3 / MHID: 0-07-294779-9
(Out of Print)
ISBN-13: 978-0-07-125732-9 / MHID: 0-07-125732-2 [IE]

http://www.mhhe.com/postmis4e

Post opens every chapter with a business problem and uses the chapter to explain the processes and technology that can solve the problem. This greater emphasis on problem-solving enables the instructor to quickly show "why" this material matters.

CONTENTS

Chapter 1: Introduction
Part One: Information Technology Infrastructure
Chapter 2: Information Technology Foundations
Chapter 3: Networks and Telecommunications
Chapter 4: Database Management
Part Two: Operations
Chapter 5: Computer Security
Chapter 6: Transactions and Operations
Chapter 7: Enterprise Integration
Chapter 8: Electronic Business
Part Three: Tactics and Strategies
Chapter 9: Teamwork
Chapter 10: Business Decisions
Chapter 11: Strategic Analysis
Part Four: Organizing Businesses and Systems
Chapter 12: Systems Development
Chapter 13: Organizing MIS Resources
Chapter 14: Information Management and Society
Glossary
Organization Index
Subject Index

International Edition

APPLICATION CASES IN MANAGEMENT INFORMATION SYSTEMS
5th Edition

by James N Morgan, Northern Arizona University

2005 / 192 pages
ISBN-13: 978-0-07-293363-5 / MHID: 0-07-293363-1
(for use with MIS titles) - Out of Print
ISBN-13: 978-0-07-123836-6 / MHID: 0-07-123836-0 [IE]

CONTENTS

Chapter 1: Business Applications and the Internet.
Chapter 2: Internet Cases.
Chapter 3: Developing Spreadsheet Applications.
Chapter 4: Spreadsheet Cases.
Chapter 5: Developing Database Applications.
Chapter 6: Database Cases

International Edition

INFORMATION TECHNOLOGY AND MANAGEMENT
2nd Edition

by Ronald L Thompson, Wake Forest University and William Cats-Baril, University of Vermont

2003 / 704 pages
ISBN-13: 978-0-07-293661-2 / MHID: 0-07-293661-4
(with SIMNET MIS)
ISBN-13: 978-0-07-111063-1 / MHID: 0-07-111063-1
[IE with SIMNET MIS]

http://www.mhhe.com/Thompson-Cats-Baril

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Chapter 3: Data Management.
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Chapter 5: Internet and E-Business.
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Chapter 6: Organizational Use of IS.
Chapter 7: IS and Organizational Responsiveness.
Chapter 8: IS to Support Decision Making.
Chapter 9: IS and Organizational Competition.
Module III: Development and Management of IS.
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Chapter 12: IS Sourcing and Application Service Providers.
Chapter 13: IS Management.
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International Edition

FOUNDATIONS OF INFORMATION SYSTEMS

by Vladimir Zwass, Fairleigh Dickinson University

1998 / 800 pages

ISBN-13: 978-0-697-13312-0 / MHID: 0-697-13312-5
(Out-of-Print)
ISBN-13: 978-0-07-115638-7 / MHID: 0-07-115638-0 [IE]

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1 Introduction to Information Systems & Their Capabilities.
2 Fundamental Concepts of Information Systems.
3 Competing with Information Systems.
4 Information Systems Hardware.
5 Information Systems Software.
6 Database Management.
7 Telecommunications, the Internet, & Information Systems Architecture.
8 Support of Individual & Group Knowledge Work.
9 Transaction Processing & Management Reporting Systems.
10 Decision Support & Executive Information Systems.
11 Expert Systems & Applied Artificial Intelligence.
12 Information Systems for Business Functions.
13 Business Reengineering, Information Systems Planning & Acquisition.
14 Managing & Controlling Information Systems.
15 Development Life Cycle & Systems Analysis.
16 From Design to Maintenance of Information Systems.
17 Ethical, Societal, & Global Issues in Information Systems.
18 Innovating with Information Systems for Global Reach.

Information & Society

INFORMATION AND KNOWLEDGE SOCIETY

by Suliman Al-Hawamdeh, Division of Information Studies, Nanyang Technological University and Thomas L Hart, School of Information Studies, Florida State University

2001 / 296 pages / Softcover

ISBN-13: 978-0-07-120238-1 / MHID: 0-07-120238-2

An Asian Publication

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Chapter 2: Information Infrastructure.
Chapter 3: Communication and Information Transfer.
Chapter 4: Electronic Publishing in the Digital Era.
Chapter 5: Knowledge Management and the Economy of Ideas.
Chapter 6: Intellectual Property and Copyright in the Digital Era.
Chapter 7: Education in the Digital Age.
Chapter 8: Privacy in the Information Age.
Chapter 9: Information Security and Ethics.
Chapter 10: Information Standards.
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Database Management

International Edition

DATABASE DESIGN, APPLICATION DEVELOPMENT, AND ADMINISTRATION 3rd Edition

By Michael V. Mannino, University Of Colorado-Denver

2007 (December 2005) / 768 pages / Hardcover

ISBN-13: 978-0-07-294220-0 / MHID: 0-07-294220-7
ISBN-13: 978-0-07-110701-3 / MHID: 0-07-110701-0 [IE]

Browse http://www.mhhe.com/mannino

Mannino's Database Management provides the information you need to learn relational databases. The book teaches students how to apply relational databases in solving basic and advanced database problems and cases. The fundamental database technologies of each processing environment are presented; as well as relating these technologies to the advances of e-commerce and enterprise computing. This book provides the foundation for the advanced study of individual database management systems, electronic commerce applications, and enterprise computing.

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Part 1: Introduction to Database Environments.
Chapter 1: Introduction to Database Management.
Chapter 2: Introduction to Database Development.
Part 2: Understanding Relational Databases.
Chapter 3: The Relational Data Model.
Chapter 4: Query formulation with SQL.
Part 3: Data Modeling.
Chapter 5: Understanding Entity Relationship Diagrams.
Chapter 6: Developing Data Models for Business Databases.
Part 4: Relational Database Design.
Chapter 7: Normalization of Relational Tables.
Chapter 8: Physical Database Design.
Chapter 9: Advanced Query Formulation with SQL.
Part 5: Application Development with Relational Databases.
Chapter 10: Application Development with Views.
Chapter 11: Stored Procedures and Triggers.
Part 6: Advanced Database Development.
Chapter 12: View Design and Integration.
Chapter 13: Database Development for Student Loan Limited.
Part 7: Managing Database Environments.
Chapter 14: Data and Database Administration.
Chapter 15: Transaction Management.
Chapter 16: Data Warehouse Technology and Management.
Chapter 17: Client-server Processing and Distributed Databases.
Chapter 18: Object Database Management Systems.
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International Edition

DATABASE MANAGEMENT SYSTEMS Designing and Building Business Applications, 3rd Edition

by Gerald Post, University of the Pacific

2005 / 512 pages
ISBN-13: 978-0-07-297312-9 / MHID: 0-07-297312-9
(with Student CD) - Out of Print
ISBN-13: 978-0-07-111181-2 / MHID: 0-07-111181-6
[IE with Student CD]

http://www.mhhe.com/postdbms3e

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1. Introduction Systems Design
2. Database Design
3. Data Normalization Queries
4. Data Queries
5. Advanced Queries and Subqueries Applications
6. Forms, Reports & Applications
7. Data Integrity and Transactions
8. Data Warehouses & Data Mining Database Administration
9. Data Administration
10. Distributed Databases and the Internet

International Edition

ORACLE SQL AND INTRODUCTORY PL/SQL

by Linda Preece

2004 / 264 pages
ISBN-13: 978-0-07-286046-7 / MHID: 0-07-286046-4
(Out of Print)
ISBN-13: 978-0-07-124158- 8 / MHID: 0-07-124158-2 [IE]

http://www.mhhe.com/preece

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2. Functions Applied to Single Values.
3. Advanced Select Statements.
4. Report Formatting.
5. Making Changes to Table Contents.
6. Table Structures and Constraints.
7. Additional Objects.
8. User Privileges.
9. Introductory PL/SQL.
10. Advanced PL/SQL Concepts.
Appendix A: General Syntax.
Appendix B: The Two Databases

International Edition

DATABASES: DESIGN, DEVELOPMENT AND DEPLOYMENT USING MICROSOFT ACCESS 2nd Edition

by Peter Rob and Elie Semaan both of Middle Tennessee State University

2004
ISBN-13: 978-0-07-288630-6 / MHID: 0-07-288630-7
(with Student CD)
ISBN-13: 978-0-07-121805-4 / MHID: 0-07-121805-X
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Chapter 2 Normalizing the Database table Structures.
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Chapter 10 Implementing the POS Database Applications.
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Chapter 12 Database Security

System Analysis & Design

NEW

International Edition



INTRODUCTION TO SYSTEMS ANALYSIS AND DESIGN

By Jeffrey L Whitten and Lonnie D Bentley of Purdue University-West Lafayette

2008 (December 2006) / 640 pages
ISBN-13: 978-0-07-340294-9 / MHID: 0-07-340294-X
ISBN-13: 978-0-07-128581-0 / MHID: 0-07-128581-4 [IE]

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A complete, but less complex approach to SA&D. Introduction to Systems Analysis & Design is organized like Whitten's best-selling Systems Analysis & Design Methods, but without the information systems architecture framework theme that overwhelms some students. Each chapter covers the same topics, but stops short of advanced details that are unnecessary to the typical first course.

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FEATURES

❖ No Systems Architecture Framework While this method is still important to many and a big reason for the success of Whitten's SA&D Methods, removing it makes the subject more accessible to many students.

❖ Streamlined Chapter Content The last layer of depth has been removed from each subject, allowing instructors to cover more ground with fewer distractions.

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Chapter 13: Database Design
Chapter 14: Output Design and Prototyping
Chapter 15: Input Design and Prototyping
Chapter 16: User Interface Design
Chapter 17: Object-Oriented Design and Modeling Using the UML
Part Four: Beyond Systems Analysis and Design
Chapter 18: Systems Construction and Implementation

International Edition

SYSTEMS ANALYSIS AND DESIGN METHODS
7th Edition

By Jeffrey L. Whitten, Purdue University–West Lafayette, and Lonnie D. Bentley, Purdue University–West Lafayette

2007 (December 2005) / 768 pp / Hardcover
ISBN-13: 978-0-07-305233-5 / MHID: 0-07-305233-7
ISBN-13: 978-0-07-110766-2 / MHID: 0-07-110766-5 [IE]

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Today's students want to practice the application of concepts. As with the previous editions of this book, the authors write to balance the coverage of concepts, tools, techniques, and their applications, and to provide the most examples of system analysis and design deliverables available in any book. The textbook also serves the reader as a professional reference for best current practices.

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INFORMATION SYSTEMS DEVELOPMENT
4th Edition

By David Avison, University of Southampton and ESSEC and Guy Fitzgerald, Brunei University

2006 (March 2006) / 656 pages
ISBN-13: 978-0-07-711417-6 / MHID: 0-07-711417-5
ISBN-13: 978-0-07-125315-4 / MHID: 0-07-125315-7 [IE]
McGraw-Hill UK Title

Information Systems Development has been adopted as the key text for many information systems, business and management, and computer science courses. The book has seven parts which relate to the Information Systems Development Context, the Systems Development Lifecycle, Themes of Systems Development, Techniques, Methodologies, Tools and Toolsets and finally Issues and Frameworks. This structure enables flexible use, either sequentially or by selecting sections or chapters to fit the specific needs of particular courses and favoured approaches. Offering comprehensive coverage from traditional approaches through to the most recent agile methods, the book's unique strength lies in its combination of descriptions and insight into methodologies, techniques and tools with the analysis of context, issues and real-world problems associated with information systems development. Retaining these existing strengths, the fourth edition has been thoroughly updated and revised to reflect progress in this fast-paced discipline and to include the authors' recent experience of teaching with the text, as well as feedback from reviewers, colleagues and students.

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International Edition

SYSTEMS ANALYSIS AND DESIGN
An Active Approach

by George Marakas, University of Kansas--Lawrence

2006 (December 2004) / 464 pages / Hardcover
ISBN-13: 978-0-07-297607-6 / MHID: 0-07-297607-1
ISBN-13: 978-0-07-111619-0 / MHID: 0-07-111619-2 [IE]

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This new book provides a concise text that teaches students first how to identify the problem, before analyzing and designing a solution. Marakas applies the structure method of SA&D with some coverage of object-oriented methods as an alternative. This text is accompanied by a web-based case simulation option that provides a realistic experience for students while automating administration for the instructor.

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Chapter 14 Implementing and Maintaining the System
Appendix A Project Management: Process, Techniques, and Tools
Appendix B Object-Oriented Analysis and Design.

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BASIC INFORMATION SYSTEMS ANALYSIS AND DESIGN

by Myrvin Chester, University of Wolverhampton and Avtar Athwall, University of Wolverhampton

2002 / 250 pages
ISBN-13: 978-0-07-709784-4 / MHID: 0-07-709784-X
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Readers' Guide, General.
Chapter 1 is a general introduction to the subject of the book, and discusses the important terms to be used.
Chapter 2 deals with the way systems analysis and design fit into the software life cycle of an information system, together with a discussion of the role of the systems analyst.
Chapter 3 looks in more detail at the several ways in which the requirements of a new information system may be discovered, and their incorporation into the requirements catalogue.
Chapter 4 covers the techniques of soft systems analysis; its use in the discovery of the requirements of an information system and possible organisational and social implications.
Chapter 5 discusses the important topics of report writing and presentations.
Chapters 6 and 7 are the parts of book dealing with the way the relationship between data in a system can be modelled using entity relationship diagrams.
Chapters 8 and 9 look at the techniques for modelling the processes of a system and the way information flows into, out of, and between those processes; as well as where information may be stored. This chapter uses the modelling technique of data flow diagrams.
Chapter 9 concerns three ways in which processes in information systems may be described more formally than by using ordinary English. It covers decision tables, decision trees and structured English.
Chapter 10 describes the procedure of logicalisation, which follows from the diagrams of the current information system and leads to the design of a new system.
Chapter 11 onwards will be systems design

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International Edition

OBJECT-ORIENTED SYSTEMS ANALYSIS AND DESIGN USING UML
3rd Edition

by Simon Bennett, Celesio AG, Steve McRobb, De Montfort University, and Ray Farmer, Coventry University

2006 (August 2005) / 624 pages / Softcover

ISBN-13: 978-0-07-711000-0 / MHID: 0-07-711000-5

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The book provides a clear, practical framework for development that uses all the major techniques from UML 2.0. It follows an iterative and incremental approach based on the industry-standard Unified Process. It places systems analysis and design in the context of the whole systems lifecycle, and includes generic analysis and design issues. Two realistic case studies are used throughout the book--one for illustrative examples and the other for practical exercises for the reader. The book is structured in four parts, which can be flexibly combined to meet the needs of the syllabus. The first part provides the background to information systems analysis and design and to object-orientation. The second begins with two case study chapters, and focuses on the activities of requirements gathering and systems analysis, and the basic notation of the Unified Modelling Language (UML). The third part covers the activities of system design and UML notation for object design. The final part examines the later stages of the systems development lifecycle, reuse and software development methodologies.

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7. Requirements Modelling. Agate Limited Case Study (3).
8. Refining the Requirements Model.
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12. System Architecture.
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by Stephen R Schach, Vanderbilt University - Nashville

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OBJECT ORIENTED SYSTEMS DEVELOPMENT

by Ali Bahrami, Rhode Island College

1999 / 432 pages

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By Regis Bates, TC International Consulting Inc and Marcus Bates

2007 (April 2006) / 816 pages
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by Houston H Carr, Auburn University, and Charles Snyder, Auburn University

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Decision Support Systems

International Edition

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International Edition

INTRODUCTION TO INFORMATION SYSTEMS PROJECT MANAGEMENT
2nd Edition

by David Olson, University of Nebraska, Lincoln
2004 / 360 pages
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Advanced MIS

International Edition

CORPORATE INFORMATION STRATEGY AND MANAGEMENT
Text and Cases, 7th Edition

By Lynda M. Applegate, Robert D. Austin, and F. Warren McFarlan, all of Harvard Business School

2007 (October 2005) / 736 pages
ISBN-13: 978-0-07-294775-5 / MHID: 0-07-294775-6
ISBN-13: 978-0-07-124419-0 / MHID: 0-07-124419-0 [IE]

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Corporate Information Strategy and Management: Text and Cases 7/e by Applegate, Austin and McFarlan is written for students and managers who desire an overview of contemporary information systems technology management. It explains the relevant issues of effective management of information services activities and highlights the areas of greatest potential application of the technology. No assumptions are made concerning the reader's experience with IT, though it is presumed that the reader has some course work or work experience in administration and/or management. This text is comprised of an extensive collection of Harvard Business cases devoted to Information Technology.

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by Lynda M Applegate, Harvard Business School

2002 / 432 pages
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Knowledge Management

International Edition

MEASURING AND MANAGING KNOWLEDGE

by Tom Housel and Arthur Bell

2001 / 176 pages
ISBN-13: 978-0-07-229771-3 / MHID: 0-07-229771-9
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9. Implementing Knowledge Management.
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International Edition

KNOWLEDGE MANAGEMENT

by Ganesh Natarajan, President & CEO, APTECH Mumbai and Sandhya Shekhar, Principal Consultant, APTECH, Mumbai

2000 / 375 pages
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Computers In Society / Computer Ethics

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ANNUAL EDITIONS: COMPUTERS IN SOCIETY 08/09
14th Edition

By Paul De Palma, Gonzaga University

2008 (October 2007) / 240 pages
ISBN-13: 978-0-07-352848-9 / MHID: 0-07-352848-X

http://www.mhcls.com/text-data/catalog/007352848x.mhtml

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by James Grillo and Ernest Kallman, both of Bentley College

1996 / 152 pages
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Enterprise Resource Planning

SAP R/3 ENTERPRISE SOFTWARE
An Introduction

By Roger Hayen, Central Michigan University

2007 (May 2006) / 192 pages

ISBN-13: 978-0-07-299067-6 / MHID: 0-07-299067-8

Browse http://www.mhhe.com/hayen

This text is written by Dr. Roger Hayen, a SAP R/3 instructor at Central Michigan University, one of three universities in the U.S. to offer SAP R/3 certification for students in an SAP University Alliance program, called "Process Integration Certification Academy". Hayen's extensive familiarity with the subject provides a useful introduction to the essential concepts of the SAP R/3 System, with the opportunity for hands-on implementation of those concepts. The text's succinct, yet thorough coverage makes it versatile, so that it is appropriate for both student instruction and professional training and reference.

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International Edition

MANAGERIAL ISSUES OF ENTERPRISE RESOURCE PLANNING SYSTEMS

by David L Olson, University of Nebraska - Lincoln

2004 / 336 pages

ISBN-13: 978-0-07-286112-9 / MHID: 0-07-286112-6
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by F Robert Jacobs, Indiana University - Bloomington and David Clay Whybark, University of North Carolina - Chapel Hill

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Data Mining

International Edition

INTRODUCTION TO BUSINESS DATA MINING

by David L Olson, University of Nebraska - Lincoln, and Yong Shi, University of Nebraska-Omaha

2007 (November 2005) / 336 pages
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ISBN-13: 978-0-07-124470-1 / MHID: 0-07-124470-0 [IE]

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Introduction to Business Data Mining was developed to introduce students, as opposed to professional practitioners or engineering students, to the fundamental concepts of data mining. Most importantly, this text shows readers how to gather and analyze large sets of data to gain useful business understanding. A four part organization introduces the material (Part I), describes and demonstrated basic data mining algorithms (Part II), focuses on the business applications of data mining (Part III), and presents an overview of the developing areas in this field, including web mining, text mining, and the ethical aspects of data mining. (Part IV). The author team has had extensive experience with the quantitative analysis of business as well as with data mining analysis. They have both taught this material and used their own graduate students to prepare the text's data mining reports. Using real-world vignettes and their extensive knowledge of this new subject, David Olson and Yong Shi have created a text that demonstrates data mining processes and techniques needed for business applications.

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Part IV: DEVELOPING ISSUES.
Chapter 12: Text and Web Mining. Chapter 12 Appendix: Semantic Text Analysis.
Chapter 13: Ethical Aspects of Data Mining

Database Management (Professional References)

ORACLE DATABSE 11G NEW FEATURE

Robert G Freeman

2008 (November 2007) / 352 pages
ISBN-13: 978-0-07-149661-2 / MHID: 0-07-149661-0
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Maximize the new features of Oracle Database 11g. This completely rewritten guide from Oracle Press details the revolutionary new features and tools available in Oracle Database 11g. You will quickly find out what's new in the latest database release, such as new high availability features, new security measures, and new BI tools, and learn how to maximize the potential of those capabilities. This is an ideal resource for decision-makers and IT staff preparing for upgrades or migration.

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Marketing Principles

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MARKETING
9th Edition

By Roger Kerin, Southern Methodist University, Steven Hartley, University of Denver and William Rudelius, University of Minnesota

2009 (February 2008) / 800 pages
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http://www.mhhe.com/kerin

(Details unavailable at press time)

NEW

International Edition



MARKETING: Value-Based

By Dhruv Grewal and Michael Levy of Babson College

2008 (February 2007) / 704 pages
ISBN-13: 978-0-07-304902-1 / MHID: 0-07-304902-6
ISBN-13: 978-0-07-110905-5 / MHID: 0-07-110905-6 [IE]

http://www.mhhe.com/grewal

This text applies the marketing concept. Marketing and it's supplementary package was built from scratch by focusing on what the market wants. The motto, "Marketing Creates Value" permeates this text and stresses values, ethics, entrepreneurship, assessment and global topics.

FEATURES

❖ Assessment Tool Kit. Assessment has become an increasingly important component of business schools' accreditation with AACSB. The web-based Tool Kit enables students to walk away from the course with a "bag of tricks". They really learn how to do things, rather than just memorize terms, a weakness in so many other fundamental texts. The following topics are covered in the Tool Kit: SWOT Analysis (Ch. 2), Ethical-Decision Making (Ch. 3), Contemporary vs. Non-contemporary Consumer Decision Making (Ch. 5), Vendor Evaluation Analysis (Ch. 6), Market Positioning (Ch. 8), Survey Design (Ch. 9), Product Life Cycle (Ch. 11), Service Quality (Ch. 12), Break-even Analysis (Ch. 16, and Developing an Advertisement (Ch. 18).

❖ End of Chapter Material. Include marketing application instead of "list and describe-type" questions and exercises that asks students to go to the Internet and do reading/research, before answering thoughtful questions.

❖ Integrated Concepts. Other texts in this market have added concepts of market a chapter at a time, giving the concepts of marketing the look and feel of several disconnected "silos". By integrating the concepts of marketing, this book demonstrates to students how all concepts of marketing are integrated. It gives a "bigger picture" perspective.

❖ Coverage of Ethics. Ethics has its own chapter (Three), plus boxed inserts called "Ethical Dilemmas" and end of chapter applications.

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1 Overview of Marketing
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15 Designing the Channel and Supply Chain Management
16 Retailing
Section 7 Value Communication
17 Integrated Marketing Communication
18 Advertising
19 Personal Selling

NEW

MARKETING
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By Ros Masterson and David Pickton of De Montfort University Business School

2008 (February 2008) / 550 pages
ISBN-13: 978-0-07-711541-8 / MHID: 0-07-711541-4

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International Edition



BASIC MARKETING
16th Edition

By William Perreault, University of North Carolina—Chapel Hill, Joseph Cannon, Colorado State University and E. Jerome McCarthy, Michigan State University—East Lansing

2008 (October 2006) / 800 pages
ISBN-13: 978-0-07-352980-6 / MHID: 0-07-352980-X
ISBN-13: 978-0-07-332404-3 / MHID: 0-07-332404-3
(with Student CD)
ISBN-13: 978-0-07-110110-3 / MHID: 0-07-110110-1 [IE]

http://highered.mcgraw-hill.com/sites/007352980x/information_center_view0/

Basic Marketing 16e builds on the foundation pillars of previous editions – the four Ps framework, managerial orientation, and strategy planning focus. 16e builds upon its pioneering beginnings that introduced the "four Ps" to the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make the marketing decisions that a manager must make in deciding what customers to focus on and how best to meet their needs. Over many editions there has been constant change in marketing management and the marketing environment. Some of the changes have been dramatic, and others have been subtle. As a result, the authors have made ongoing changes to the text to reflect marketing's best practices and ideas. Throughout all of these changes, Basic Marketing and the supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, and recent "best practices." This edition extends the strategy planning approach, integrating concepts tightly with the marketing strategy planning model.

NEW TO THIS EDITION

❖ New Co-Author. Introducing Joe Cannon! Joe Cannon is an Associate Professor of Marketing at Colorado State University. Prior to joining CSU, Joe taught at the Goizueta Business School at Emory University for five years. He received his Ph.D. in Marketing from University of North Carolina, where he was a student of Bill Perreault. Joe also brings vast marketing and sales industry experience as well, such as time spent in sales and marketing for Eastman Kodak.

❖ Marketing Strategy Process Planning Model. We have enhanced the clarity of content organization through this model which shows how each chapter's material fits into the "big picture." This builds on a long-time strength of Basic Marketing, helping students integrate key marketing concepts.

❖ Expanded Emphasis on Customer Equity and Customer Service. These concepts are introduced early in the book and integrated throughout to emphasize their central role in modern marketing.

❖ Interesting and Integrated Coverage of Marketing Practice. This edition includes hundreds of updated concepts, examples, and best practices – across a broad variety of business and nonprofit organizations. The examples are chosen to be interesting to students and to demonstrate effective marketing.

❖ Ethics Questions. Each chapter now includes provocative scenario-based exercises which place students in real world situations faced by today's marketing managers. The questions force students to take a stand and think more deeply about the dilemmas facing marketing managers. The flexible format allows instructors to create written assignments, discuss the questions in class or simply encourage student reflection. The Instructor's Manual provides teaching suggestions.

❖ Marketing Plan Coach Software. (Now located on the Student CD) Along with end-of-chapter Creating Marketing Plans questions provide a new set of flexible teaching and learning materials that demonstrate how concepts from the book are applied by marketing managers. The author developed Coach connects concepts from the book with a real marketing plan. The Coach helps students understand how to plan marketing strategies, builds their self-confidence, and helps prepare them for the business world.

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3 Focusing Marketing Strategy with Segmentation and Positioning
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2008 (October 2007) / 608 pages
ISBN-13: 978-0-07-340471-4 / MHID: 0-07-340471-3
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A. Economics Fundamentals
B. Marketing Arithmetic
C. Career Planning in Marketing

International Edition

MARKETING
Principles and Perspectives, 5th Edition

By William O. Bearden, University of South Carolina—Columbia, Thomas N. Ingram, Colorado State University and Raymond LaForge, University of Louisville—Louisville

2007 (November 2005) / 640 pages
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http://www.mhhe.com/bearden07

Marketing: Principles and Perspectives, 5e is a cutting edge text. In the first four editions, we demonstrated this leading coverage with our strong integration of Integrated Marketing Communication, cross-functional teams, and integration of the Internet throughout. The authors not only talk about what marketing is, but prepare students to be marketers by involving them in interactive exercises which strengthen decision making skills. Marketing, 5e offers the latest coverage and quality supplements, but is still approximately $20 less than most principles of marketing competitors. The perspectives approach is present in the fifth edition; however, the over-riding theme concentrates on building customer equity.

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1. An Overview of Contemporary Marketing
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3. Marketing's Strategic Role in the Organization
Part Two: Buying Behavior
4. Consumer Buying Behavior and Decision Making
5. Business to Business Markets and Buying Behavior
Part Three: Marketing Research and Market Segmentation
6. Marketing Research and Decision Support Systems
7. Market Segmentation and Targeting
Part Four: Product and Service Concepts and Strategies
8. Product and Service Concepts
9. Developing New Products and Services
10. Product and Service Strategies
Part Five: Pricing Concepts and Strategies
11. Pricing Concepts
12. Price Determination and Pricing Strategies
Part Six: Marketing Channels and Logistics
13. Marketing Channels
14. Retailing
15. Wholesaling and Logistics Management
Part Seven: Integrated Marketing Communications
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18. Consumer and Trade Sales Promotion
19. Personal Selling and Sales Management
20. Direct Marketing Communications
Appendix A: Developing a Marketing Plan
Appendix B: Applications of Mathematical and Financial Tools to Marketing Decisions

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International Edition

MARKETING
14th Edition

By Michael J. Etzel, University of Notre Dame, Bruce J. Walker, University of Missouri Columbia and William J. Stanton, University of Colorado Boulder

2007 (December 2005) / 736 pages
ISBN-13: 978-0-07-301634-4 / MHID: 0-07-301634-9
ISBN-13: 978-0-07-325289-6 / MHID: 0-07-325289-1
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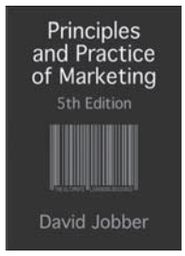
http://www.mhhe.com/etzel14e

Marketing, 14/e, by Etzel, Walker and Stanton continues to be a popular, low-cost, paperback option in the Principles market. This text is completely updated, and continues to incorporate technology, and feature in-text and boxed examples that highlight global issues, technology, ethics, applied decision making, chapter opening cases, and part-ending cases. Other marketing themes integrated throughout the text include critical and current themes such as global marketing, customer relationship management, small business and entrepreneurship.

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Part I: Nature and Scope of Marketing
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9. Product-Mix Strategies
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11. Services Marketing
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Part V: Distribution
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18. Personal Selling and Sales Management
19. Advertising, Sales Promotion, and Public Relations
Part VII: Managing the Marketing Effort
20. Strategic Marketing Planning
21. Marketing Implementation and Evaluation
22. Marketing and the Information Economy

NEW



PRINCIPLES AND PRACTICE OF MARKETING
5th Edition

By David Jobber, University of Bradford

2007 (January 2007) / 976 pages
ISBN-13: 978-0-07-711415-2 / MHID: 0-07-711415-9
McGraw-Hill UK Title

http://www.mcgraw-hill.co.uk/textbooks/jobber

Principles and Practice of marketing, 5th edition is the essential text for all marketing students. With its established authority and reputation, the new edition is the discerning choice for introductory marketing modules at undergraduate, MA or MBA level.

FEATURES

- Expanded coverage on branding, ethics, and relationship marketing, updating these from the previous edition
- New content on Corporate Social Responsibility
- An updated chapter on internet marketing, to include mobile, wireless and e-mail marketing
- Expanded and updated case studies
- Colour images and adverts throughout the book to demonstrate marketing principles in practice, together with an accompanying CD featuring on-line adverts
- Strong pedagogical features; including key terms, e-marketing and marketing in action boxes, study questions, internet exercises, ethical dilemmas and review sections

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Chapter 17: Distribution
Part 3: Competition and Marketing
Chapter 18: Analysing Competitors and Creating a Competitive Advantage
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Part 4: Markting Implementation and Application

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Chapter 20: Managing Marketing Implementation, Organisation and Control
Chapter 21: Marketing Services
Chapter 22: International Marketing

International Edition

MARKETING
The Core, 2nd Edition

By Roger A. Kerin, Southern Methodist University, Eric N. Berkowitz, University of Massachusetts—Amherst, Steven W. Hartley, University of Denver and William Rudelius, University of St. Thomas

2007 (February 2006) / 400 pages
ISBN-13: 978-0-07-321574-7 / MHID: 0-07-321574-0
(with OLC and Premium Content Card)
ISBN-13: 978-0-07-110772-3 / MHID: 0-07-110772-X
[IE with OLC and Premium Content Card]

http://www.mhhe.com/kerin

MARKETING: THE CORE, 2/e by Kerin, Berkowitz, Hartley, and Rudelius continues the tradition of cutting-edge content and student-friendliness set by Marketing 8/e, but in a shorter, more accessible package. The Core distills Marketing's 22 chapters down to 18, leaving instructors just the content they need to cover the essentials of marketing in a single semester. Instructors using The Core also benefit from a full-sized supplements package that surpasses anything offered by the competition, while students will appreciate the easy-to-read paperback format that's equally kind to both the eyes and the pocketbook. The Core is more than just a "baby Kerin"; it combines great writing, currency, and supplements into the ideal package for budget-conscious students and time-conscious professors.

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Chapter 6 Organizational Markets and Buyer Behavior.
Chapter 7 Reaching Global Markets.
Part Three: Targeting Marketing Opportunities.
Chapter 8 Marketing Research: From Information to Action.
Chapter 9 Identifying Market Segments and Targets.
Part Four: Satisfying Marketing Opportunities.
Chapter 10 Developing New Products and Services.
Chapter 11 Managing Products, Services, and Brands.
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Chapter 14 Retailing and Wholesaling.
Chapter 15 Retailing and Wholesaling.
Chapter 16 Integrated Marketing Communications and Direct Marketing.
Chapter 17 Personal Selling and Sales Management.
Chapter 18 Implementing Interactive and Multichannel Marketing.
Appendix B Planning a Career in Marketing

FOUNDATIONS OF MARKETING
2nd Edition

By Jobber and Fahy

2006 (February 2006) / 384 pages
ISBN-13: 978-0-07-710918-9 / MHID: 0-07-710918-X

McGraw-Hill UK Title

Foundations of Marketing 2/e is a thorough, up-to-date and exciting introductory textbook that's ideal for students studying marketing for the first time. The book presents a solid grounding in the fundamentals of contemporary marketing, and is full of lively and recent examples of marketing designed to educate and inspire.

CONTENTS

1.The nature of marketing
2.The global business environment
3.Customer behaviour
4.Marketing research and information systems
5.Fundamentals of marketing management
6.Product and brand management
7.Services marketing management
8.Pricing decisions
9.Integrated marketing communications
Part I: Mass communications techniques
10.Integrated marketing communications
Part II: Direct communications techniques
11.Distribution management
12.Marketing planning and strategy

International Edition

MARKETING
8th Edition

By Roger A. Kerin, Southern Methodist University, Steven W. Hartley, University of Denver, Eric N. Berkowitz, University of Massachusetts – Amherst and William Rudelius, University of Minnesota—Mineapolis

2006
ISBN-13: 978-0-07-308015-4 / MHID: 0-07-308015-2
(with Student CD and PowerWeb)
ISBN-13: 978-0-07-111609-1 / MHID: 0-07-111609-5
[IE with CD and PowerWeb]

http://www.mhhe.com/kerin06

Marketing, 8e by Kerin, Hartley, Berkowitz, and Rudelius continues a tradition of leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty—from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program. This edition is available in both print version and interactive /online version via PowerText, an integrated learning experience that combines the traditional content of a textbook with the media-rich environment of the Internet and both versions are supported by a dramatically expanded and improved multimedia teaching package.

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Part Five Managing the Marketing Process
21 Implementing Interactive and Multi-channel Marketing
22 Pulling It All Together: The Strategic Marketing Process
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Appendix D Alternate Cases
Glossary Chapter
Notes
Credits

International Edition

MARKETING
Creating and Delivering Value, 5th Edition

By Pascale Quester, University of Adelaide and Robyn Mcguiggan, University of Technology

2006 (October 2006)

ISBN-13: 978-0-07-471560-4 / MHID: 0-07-471560-7

McGraw-Hill Australia Title

http://www.mhhe.com/au/quester4e

Quester and McGuigan's text has evolved from the traditional 4 Ps, embracing new shifts and trends in the industry and taking introductory students on an exploration of marketing with unprecedented vitality and energy. Interesting and relevant real examples challenge students to open their eyes to the applications surrounding them in the world and through media channels. The fifth edition includes engaging new topical case studies; the addition of challenging end-of-chapter questions and projects; even stronger links to industry; and an increased emphasis on ethics, relationship marketing, global marketing, and societal marketing.

CONTENTS

PART I Marketing Strategy and Management
1 Creating customer value and building relationships
2 Strategic marketing planning
3 Identifying marketing opportunities
End of Part Case Studies
PART II Understanding Markets
4 Marketing research and information management
5 Market segmentation
6 Consumer behaviour (heavily revised chapter)
7 Business-to-business marketing
End of Part Case Studies
PART III The Marketing Mix
8 Product planning
9 Product management and new product development
10 Managing distribution channels
11 Marketing logistics
12 Pricing objectives and policies
13 Setting prices of goods and services
14 Marketing communications
15 Marketing Communications mix
16 Sales marketing
End of Part Case Studies
PART IV Evaluating Marketing
17 Implementation and control
Appendix: Ethical marketing in a consumer-oriented world
End of Part Case Studies
End of Book Case Studies

Introductory Marketing - Supplement

NEW

ANNUAL EDITIONS: MARKETING 08/09
2009 Update, 31st Edition

By John E Richardson, Pepperdine University – Los Angeles

2009 (February 2008) / 240 pages

ISBN-13: 978-0-07-339777-1 / MHID: 0-07-339777-6

McGraw-Hill/Dushkin Title

http://www.mhcls.com/text-data/catalog/0073397776.mhtml

This 2009 Update Edition of ANNUAL EDITIONS: MARKETING 08/09 provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an instructor's resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM, 0073301906 is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

NEW

ANNUAL EDITIONS: MARKETING 08/09
30th Edition

By John E Richardson, Pepperdine University – Los Angeles

2008 (September 2007) / 240 pages

ISBN-13: 978-0-07-336946-4 / MHID: 0-07-336946-2

McGraw-Hill/Dushkin Title

http://www.mhcls.com/text-data/catalog/0073369462.mhtml

This Thirtieth Edition of ANNUAL EDITIONS: MARKETING provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an instructor's resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

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New! 1. Outlook 2007: You Don't Own Your Brand. Google Does New! 2. Hot Stuff 3. The World's Most Innovative Companies 4. The Next 25 Years 5. Customers at Work
Part B The Marketing Concept
6. Marketing Myopia (with Retrospective Commentary) New! 7. Customer Connection New! 8. The Big Opportunity 9. Listening to Starbucks
Part C Services & Social Marketing
10. Surviving in the Age of Rage New! 11. Nonprofits Can Take Cues from Biz World
Part D Marketing Ethics & Social Responsibility
12. Fidelity Factor 13. Trust in the Marketplace New! 14. Strategies Marketers Use to Get Kids to Want Stuff Bad

UNIT 2 Research, Markets, and Consumer Behavior
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New! 15. The Science of Desire 16. Team Spirit
Part B Markets and Demographics
17. A New Age for the Ad Biz 18. The Halo Effect: Christian Consumers Are a Bloc That Matters to All Marketers New! 19. Holy Seas New! 20. Gen Y Sits on Top of Consumer Food Chain
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UNIT 3 Developing and Implementing Marketing Strategies
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Part B Pricing
New! 27. Making Cents of Pricing 28. Customer-Centric Pricing: The Surprising Secret for Profitability 29. Boost Your Bottom Line by Taking the Guesswork Out of Pricing
Part C Distribution
30. The Old Pillars of New Retailing New! 31. Why Costco Is So Damn Addictive New! 32. A Sales Channel They Can't Resist
Part D Promotion
New! 33. Direct Mail Still Has Its Place 34. The Online Ad Surge 35. Behind the Magic

UNIT 4 Global Marketing
New! 36. Managing Differences: The Central Challenge of Global Strategy 37. Segmenting Global Markets: Look Before You Leap 38. How China Will Change Your Business 39. Three Dimensional 40. Tech's Future 41. The Great Wal-Mart of China 42. Selling to the Poor

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Marketing - Software

International Edition

MARKETING GAME!
3rd Edition

By Charlotte Mason and William Perreault of University of North Carolina

2002 / 128 pages
ISBN-13: 978-0-07-251380-6 / MHID: 0-07-251380-2
(with Student CD-ROM)
ISBN-13: 978-0-07-115046-0 / MHID: 0-07-115046-3
[IE with CD-ROM]

The Marketing Game is a competitive marketing strategy simulation that allows students the opportunity to apply their marketing knowledge in a fun and interesting way. The Marketing Game is applicable for all areas of Marketing and all levels because the game is not based on just one simulation. Rather it is based on several simulations with one integrated framework. The instructor can decide the level of complexity by selecting the number of decision areas a student is forced to consider, thus making the game equally applicable for a first year Principles student and a Graduate student. The instructor can also "set up" or adjust the marketing environments in the simulation to meet specific learning or teaching objections, and can decide if students will compete in groups against each other, or simply against themselves. The Marketing Game is based on realistic marketing and realistic marketing relationships, and allows for maximum flexibility.

Marketing Research

NEW



ESSENTIALS OF MARKETING RESEARCH

By Joseph Hair, Kennesaw State University, Mary Wolfinbarger, California State University--Long Beach, Robert Bush, University of Louisiana at Lafyette and David Ortinau, University of South Florida-Tampa

2008 (July 2007) / 608 pages
ISBN-13: 978-0-07-338102-2 / MHID: 0-07-338102-0

Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors' years of experience in real-world marketing research is evident throughout, from their thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules-of-thumb, conducting

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a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives your students a strong command of market research principles, while being short enough to use alongside your favorite cases or projects.

FEATURES

❖ Essentials of Marketing Research is the only book of its kind to offer a complete chapter on qualitative research. Where other books explore the how of qualitative research without exploring the why, Hair demonstrates how to put qualitative research to work, exploring important issues such as coding qualitative data and identifying themes and patterns.

❖ The book extensively covers the proper techniques for conducting a literature review, emphasizing online resources (such as Google and Yahoo) familiar to students.

❖ This text strongly emphasizes the role of secondary data (both from within the firm as well as from external sources such as syndicated studies), particularly as part of a CRM (Customer Relationship Management) strategy.

❖ An excellent continuing case throughout the book enables the instructor to illustrate concepts using a realistic example. The Santa Fe Grill case centers on two college students opening their own business, a scenario sure to pique the interest of students using the book. A data set is provided for use with the continuing case.

❖ Coverage of quantitative data analysis is clearer and more extensive than in other texts. Specific step-by-step instructions are included on how to use SPSS software to execute data analysis for all statistical techniques.

❖ Chapter 2 features extensive treatment of preparing research proposals, including examples.

❖ The text is integrated with the newest version of powerful software from SPSS, which allows analysis of the variables and statistical techniques covered in the book.

❖ The authors have created sample databases to use in class assignments. Fully integrated, these datasets support the research projects and cases discussed in the text. Each sample database has sufficient observations and variables to make it easier for students to work with. The databases work with SPSS to create an activity for students to complete for each part of the text. The datasets are available at the website: www.mhhe.com/hair06

❖ Marketing Research In Action boxes allow students to understand how marketing research is applied in businesses today. The topic of each Marketing Research in Action is set up in the introductory vignette and then revisited just before the Summary, allowing the information to "bookend" each chapter.

❖ A Closer Look at Research boxes (1-2 per chapter) come in three varieties-Using Technology, Small Business Implications, and In the Field-and are intended to expose students to some real-world issues.

❖ Ethics. These boxes (1-2 per chapter) make students aware of the ethical issues that face managers charged with carrying out market research.

❖ Global Insights (1 per chapter) focus students on the global implications of and opportunities for marketing research.

❖ Marginal Definitions (10-12 per chapter) reinforce the definitions provided in the narrative and make reviewing for exams easier.

❖ The book's website allows students to complete a marketing research project with online support through all stages: Planning, Research, and Reporting. Under these main headings are a series of modules that will help students manage the processes necessary for sound business decisions.

❖ Found on the book website, Marketing Research Cases ask students to answer a few short questions related to the chapter material. Where relevant, there is an example of secondary research as well as primary research and students are asked to apply chapter concepts in order to analyze the case.

❖ Experience the Internet. These exercises (1-2 per chapter), which are a part of the end-of-chapter questions, give students hands-on experience in using the Web for marketing research.

CONTENTS

Part 1: The Role and Value of Marketing Research Information
Chapter 1--Marketing Research for Decision Making
Chapter 2--The Marketing Research Process and Proposals
Part 2: Designing the Marketing Research Project
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Chapter 4--Secondary Data and Sources
Chapter 5--Exploratory Research Designs
Chapter 6--Descriptive Research Designs
Chapter 7--Causal Research Designs
Part 3: Gathering and Collecting Accurate Data
Chapter 8--Sampling: Theory and Methods
Chapter 9--Measurement & Scaling
Chapter 10--Designing the Questionnaire
Part 4: Data Preparation, Analysis and Reporting the Results
Chapter 11--Data Analysis for Qualitative Research
Chapter 12--Preparing Data for Quantitative Analysis
Chapter 13--Basic Data Analysis for Quantitative Research
Chapter 14--Examining Relationships in Quantitative Research
Chapter 15--Reporting and Presenting Results



MARKETING RESEARCH
4th Edition

By GC Beri, University of Baroda

2007 (August 2007) / 592 pages
ISBN-13: 978-0-07-062022-3 / MHID: 0-07-062022-9
McGraw-Hill India Title

This new edition of *Marketing Research* continues to give a concise and lucid account of marketing research concepts and tools, especially in the Indian context. Solved problems and in-text examples are used to illustrate the concepts, which the students would be able to apply by solving the questions and cases given at the end of the chapters. Additional topics/resources and statistical tables are given as chapter or book appendixes.

NEW TO THIS EDITION

❖ Three new chapters - Measurement and Scaling; Rural Marketing Research, and Organized Retailing.

❖ Use of SPSS highlighted in relevant topics (Chapter 15, 17 & 18)

❖ Chapter 11 on Sampling Size Decisions has been strengthened by giving a detailed example of how to determine sample size while using stratified random sampling.

❖ Chapter 21 on New Product Development and Test Marketing gives a detailed treatment of text markets by including different types of text markets that are being currently used.

❖ Additional scales have been covered in the chapter Attitude Scales.

❖ Discussion on nonparametric tests has been widened.

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❖ Many old cases have been replaced with new ones.

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1. Introduction
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3. Value of Information
4. The Research Process
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6. Secondary Data
7. Collection of Primary Data
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10. Sampling Designs
11. Sample Size Decisions
12. Interviewing
13. Data Processing, Analysis and Estimation
14. Testing Hypotheses
15. Bivariate Analysis
16. Experimental Designs
17. Multivariable Analysis 1 (Dependence Methods)
18. Multivariable Analysis 2 (Inter-Dependence Methods)
19. Interpretation and Report Writing
20. Sales Analysis Forecasting
21. New Product Development and Test Marketing
22. Advertising Research
23. Market Segmentation and Brand Positioning
24. Export Marketing Research
25. Rural Marketing Research
26. Organized Retailing

NEW

Aust Adaptation



MARKETING RESEARCH
2nd Edition

By Joseph Hair, Kennesaw State University, Bryand Lukas, University of Melbourne, Ken Miller, University of Technology Sydney, Robert P Bush, University of Louisiana at Lafayette and David J Ortinau, University of South Florida-Tampa

2007 (September 2007)
ISBN-13: 978-0-07-471652-6 / MHID: 0-07-471652-2
McGraw-Hill Australia Title
http://www.mhhe.com/au/hair

Hair, Lukas & Miller is a concise approach to the dynamic and challenging field of marketing research. Lead author, Associate Professor Bryan Lukas from the University of Melbourne, is joined by new co-author Professor Ken Miller from the University of Technology Sydney. Together, they provide a comprehensive and managerially relevant discussion of the key principles in marketing research. In this second edition, students will gain a real insight into the inner workings of marketing machinery through research and measurement. New examples of industry experience demonstrate the value of marketing research in strategic marketing decision making. Marketers are only as good as their tools. Hair, Lukas & Miller offer students the marketing research tools and skills necessary to solve business decision problems. Students have access to real-world examples, theory, cases, exercises and artwork with well-structured, clear and accessible writing. Instructors will also be spoilt with a full-sized supplements package.

FEATURES

❖ New! chapters covering Interviews (Chapter 4) and Focus Groups (Chapter 5)

❖ New! Appendix on careers in marketing research

❖ New! Online example on the preparation of a marketing research report

❖ Expanded coverage on qualitative methodology

❖ Regionally relevant and real life cases

❖ Fresh design, strong use of colour and rich array of photographs

❖ Industry-standard SPSS is integrated throughout the text and data sets are provided online

❖ Rich online resources for both lecturers and students alike.

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Chapter 6: Observation
Quantitative Methods
Chapter 7: Survey Methods and Errors
Chapter 8: Experiments and Test Markets
Chapter 9: Sampling: Theory, Methods and Issues in Marketing Research
Chapter 10: Construct Development and Scale Development
Chapter 11: Attitude Measurement in Survey Research
Chapter 12: Questionnaires and Supplements
Collecting and Preparing the Data
Chapter 13: Coding, Editing and Presenting of Data and Preliminary Data Analysis
Analysing the Data
Chapter 14: Data Analysis: Testing for Difference
Chapter 15: Data Analysis: Testing for Association
Chapter 16: Data Analysis: Testing for Interdependence
Transforming the Analysis Results into Information
Chapter 17: Preparing the Market Research Report and Presentation
Managing Customer Value with Marketing Research
Chapter 18: Customer Relationship Management and Marketing Research
Chapter 19: Database Development and Marketing Research
Chapter 20: Marketing Decision Support Systems and Marketing Research

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International Edition

MARKETING RESEARCH

By Donald R. Cooper, Florida Atlantic University—Boca Raton and Pamela S. Schindler, Wittenberg University

2006
ISBN-13: 978-0-07-305430-8 / MHID: 0-07-305430-5
(with Student CD)
ISBN-13: 978-0-07-111571-1 / MHID: 0-07-111571-4
[IE with Student CD]

http://www.mhhe.com/cooper06

Marketing Research is written to introduce readers to the interesting and challenging world of research-supported marketing decisions. Donald Cooper and Pamela Schindler use their research and teaching experience, as well as their contacts in the research industry, to create a text full of practical examples and researcher insights. Unlike other first editions, the author team of Cooper and Schindler have been writing successful textbooks in research methods for more than a decade. In Marketing Research they tap into their experience to create a fresh visual approach full of practical examples and researcher insights.

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International Edition

MARKETING RESEARCH
3rd Edition

By Joseph Hair, Louisiana State University—Baton Rouge, Robert P. Bush, University of Louisiana@Lafayette and David J. Ortinau of University of South Florida—Tampa

2006 / 728 pages
ISBN-13: 978-0-07-283087-3 / MHID: 0-07-283087-5
ISBN-13: 978-0-07-313615 8 / MHID: 0-07-313615-8
(with SPSS Student CD)
ISBN-13: 978-0-07-111592-6 / MHID: 0-07-111592-7 [IE]

http://www.mhhe.com/hair06

Marketing Research, 3/e takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. This book is unique from any other in the market in three significant ways. First, it provides a greater balance between primary and secondary information and the techniques and methods that underpin these two important types of data. Second, it offers in-depth coverage of the critical research tools and skills that will be required of today and tomorrow's marketing researchers and business decision-makers. Third, with its in-depth coverage of secondary research, the practice of customer-based management is highlighted as this book helps students see what real companies are doing for their marketing research. This book provides students a realistic and current view of the practice and importance of marketing research in the business world.

CONTENTS

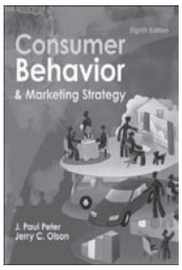
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Consumer Behavior

NEW

International Edition



CONSUMER BEHAVIOR
8th Edition

By Paul Peter, University of Wisconsin-Madison and Jerry Olson, Olson Zaltman Associates

2008 (January 2007) / 576 pages
ISBN-13: 978-0-07-352985-1 / MHID: 0-07-352985-0
ISBN-13: 978-0-07-125935-4 / MHID: 0-07-125935-X [IE]

http://www.mhhe.com/peter08

This book is a strategic look at consumer behavior in order to guide successful marketing activities. The Wheel of Consumer Analysis is the organizing factor in the book. The four major parts of the wheel are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. Each of these components is the topic of one of the four major sections in the book.

NEW TO THIS EDITION

❖ Coverage of Ethics. Increased and integrated coverage of Ethics forces students to think more deeply about the dilemmas facing marketing managers.

❖ Chapter Openers. All new or updated chapter opening vignettes demonstrate real-world scenarios that involve consumer behavior which allow students to think through their decisions step-by-step.

❖ New cases. Approximately 2/3 of the cases in the book are either new or updated and provide additional illustrations of the concept being reviewed. Presentation will better capture student attention and will help to reinforce the concepts learned.

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Developing Strategic Marketing Programs
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Strategic Marketing Programs for Selected Situations
14 Marketing Strategies for the New Economy
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16 Strategic Choices for Mature and Declining Markets
Implementing and Controlling Marketing Programs
17 Organizing and Planning Effective Implementation
18 Measuring and Delivering Marketing Performance

International Edition

CONSUMER BEHAVIOR
Building Marketing Strategy, 10th Edition

By Delbert I. Hawkins and Roger J. Best of University of Oregon and Kenneth A. Coney, University of Alabama--Tuscaloosa and Kenneth A Coney (deceased)

2007 (April 2006) / 832 pages
ISBN-13: 978-0-07-310137-8 / MHID: 0-07-310137-0
ISBN-13: 978-0-07-326154-6 / MHID: 0-07-326154-8
(with DDB Needham Data Disk)
ISBN-13: 978-0-07-110915-4 / MHID: 0-07-110915-3
[IE with DDB Needham Data Disk]

http://www.mhhe.com/hawkins10e

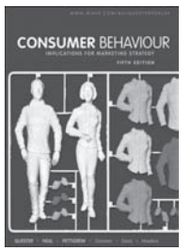
Consumer Behavior, 10/e, by Hawkins, Best, & Coney offers balanced coverage of consumer behavior including the psychological, social, and managerial implications. The new edition features current and exciting examples that are tied into global and technology consumer behavior issues and trends, a solid foundation in marketing strategy, integrated coverage of ethical/social issues and outlines the consumer decision process. This text is known for its ability to link topics back to marketing decision-making and strategic planning which gives students the foundation to understanding consumer behavior which will make them better consumers and better marketers.

CONTENTS

Part One Introduction.
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Part Three Cases Cases 3–1 through 3–10.
Part Four Consumer Decision Process.
Chapter 13 Situational Influences.
Chapter 14 Consumer Decision Process and Problem Recognition.
Chapter 15 Information Search.
Chapter 16 Alternative Evaluation and Selection.
Chapter 17 Outlet Selection and Purchase.
Chapter 18 Postpurchase Processes, Customer Satisfaction, and Customer Commitment.
Part Four Cases Cases 4–1 through 4–8.
Part Five Organizations as Consumers.
Chapter 19 Organizational Buyer Behavior.
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Appendix A Consumer Research Methods.
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NEW



CONSUMER BEHAVIOR
Implications for Marketing Strategy, 5th Edition

By Pascale Quester, University of Adelaide, Cathy Neal, Queensland University of Technology, Simone Pettigrew, University of Western Australia, Martin Grimmer, University of Tasmania, Teresa Davis, University of Sydney and Del I Hawkins, University of Oregon

2007 (September 2007)
ISBN-13: 978-0-07-471692-2 / MHID: 0-07-471692-1
McGraw-Hill Australia Title

http://www.mhhe.com/au/questerneal5e

Whether or not we are marketers, we are, definitely, all consumers. We undertake simple or complex purchases each and every day of our lives. Welcome to the fifth edition of Consumer Behaviour: Implications for Marketing Strategy. Exposure to consumer behaviour principles will help you understand how consumer decisions are made, and what factors influence both the decision-making process and its outcomes. Consumer Behaviour: Implications for Marketing Strategy guides students' exploration into the field of consumer behaviour. The text covers complex types of decision-making processes, before focusing on the two main factors that affect it, namely internal and external influences. Enhanced within each chapter is coverage of consumer purchasing decisions for goods and services, including many local and global examples from the region.

FEATURES

- ❖ Chapters on demographics, lifestyles and culture have been completely updated to reflect the changing nature of the Australian and New Zealand marketplaces
- ❖ Coverage on the increasing use of technology in society
- ❖ Recent examples of industry practice and emphasis on the importance of ethics
- ❖ For each concept covered, marketing implications are also discussed thereby providing the necessary bridge between theory and practice
- ❖ Strong Australasian brand presence by way of chapter opening vignettes, case studies, advertisements and boxed features
- ❖ Two new extra case types, Tute Teasers and Spotlight on New Zealand
- ❖ Rich pedagogical package guides students exploration into the field of consumer behaviour by way of student friendly layout and design
- ❖ Instructors will also be able to relish in a full-sized supplements package including new locally produced videos
- ❖ Additional online resources for both lecturers and students can be found on the Online Learning Centre.

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International Edition

CONSUMERS
2nd Edition

By Eric Arnould and Linda Price of University of Nebraska—Lincoln and George M. Zinkhan, University of Georgia

2004 / 896 pages
ISBN-13: 978-0-07-253714-7 / MHID: 0-07-253714-0
(Out of Print)
ISBN-13: 978-0-07-124709-2 / MHID: 0-07-124709-2 [IE]

http://www.mhhe.com/arnould04

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Part 2: Marketing Decisions and Consumer Behavior
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7 Consumer Motives, Goals, and Involvement
8 Perception: Worlds of Sensations
9 Experience, Learning and Knowledge
10 Consumer Attitudes, Judgements, and Decisions
11 Purchase and Alternatives to Purchase
Part 4: Social Context and Consumption
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14 Interpersonal Influence
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16 Acquiring Things
Part 5: Postacquistion
17 Consumer Innovation
18 Consumer Satisfaction
19 Disposal, Recycling and Reuse

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Marketing Management - Text

NEW

International Edition



MARKETING MANAGEMENT A Strategic Decision-Making Approach, 6th Edition

By John Mullins, University of Denver, Orville Walker, University of Minnesota and Harper Boyd (deceased)

2008 (October 2006) / 544 pages
ISBN-13: 978-0-07-352982-0 / MHID: 0-07-352982-6
ISBN-13: 978-0-07-110109-7 / MHID: 0-07-110109-8 [IE]

http://www.mhhe.com.mullins08

Marketing Management: A Strategic Decision-Making Approach 6th Edition concentrates on strategic decision making. This approach sets Mullins apart from other texts which place greater emphasis on description of marketing phenomena rather than on the strategic and tactical marketing decisions that managers and entrepreneurs must make each and every day. This 6th Edition continues to be the most current and internet-savvy book available, injecting the latest developments in internet-based communication and distribution technology into every chapter. Also, an entire chapter (Chapter 15) is devoted to the development of marketing strategies for the new economy. The author team's rich entrepreneurial, marketing management, and consulting experience spans a broad variety of manufacturing, service, software, and distribution industries provides an abundance of real-world, global perspectives.

NEW TO THIS EDITION

❖ Coverage of New Technology. Chapter 14 has been extensively updated to bring to this edition the latest developments in Web-based marketing including new technologies like RSS feeds and other new wrinkles that have emerged in what's now loosely called Web 2.0. As the Web continues to evolve, keeping students (this is the easier part, as the changes are being led by their generation) and instructors (the more difficult part!) current on such developments is simply essential.

❖ New Sequencing of Topics. We've moved our overview of the product life cycle and its strategic implications to Section Four, where it serves as the foundation for Chapters 15 and 16, which examine marketing strategies for product-markets in different stages of development.

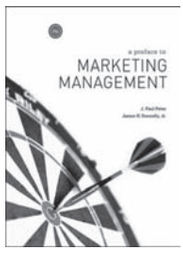
❖ New Examples. Many of the new examples were chosen for the express purpose of increasing the book's global focus and international perspective. Extensive effort was made to find and incorporate examples of marketing strategies and actions from firms and not-for-profit organizations around the world, not just in the United States. Even many of the extensive case vignettes that open each chapter now focus on firms in Europe, Asian and Africa.

❖ Integrated Material. The Authors have combined the two chapters dealing with the market environment, industry, and competitive analysis (Chapters 3 and 4 in the previous editions) into a single chapter called "Understanding Market Opportunities" (Chapter 3 in this 6th edition). By bringing together and integrating material dealing with various aspects of the external environment, this new chapter provides a more comprehensive framework for evaluating the attractiveness of markets and industries at the macro and micro levels.

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Chapter 18 Measuring and Delivering Marketing Performance

NEW



PREFACE TO MARKETING MANAGEMENT 11th Edition

By Paul Peter, University of Wisconsin-Madison and James Donnelly, University of Kentucky-Lexington

2008 (November 2007) / 288 pages
ISBN-13: 978-0-07-338096-4 / MHID: 0-07-338096-2

http://www.mhhe.com/peterdonnelly08

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International Edition

MARKETING MANAGEMENT
8th Edition

By J. Paul Peter, University of Wisconsin — Madison and James H. Donnelly, Jr, University of Kentucky—Lexington

2007 (February 2006) / 896 pages
ISBN-13: 978-0-07-313763-6 / MHID: 0-07-313763-4
ISBN-13: 978-0-07-125983-5 / MHID: 0-07-125983-X [IE]

http://www.mhhe.com/peterdonelly8e

Marketing Management: Knowledge and Skills, 8/e, by Peter and Donnelly, serves an overview for critical issues in marketing management. The text strives to enhance knowledge of marketing management and advance student skills so they can develop and maintain successful marketing strategies. The text does this through comprehensive text chapters that analyze that marketing process and gives students the foundation needed for success in marketing management and through 40 cases (12 of them new, many others updated) that go beyond traditional marketing principles and focus on the role of marketing in cross-functional business and organization strategies.

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Section VI Strategic Marketing Cases.
Section VII Developing Marketing Plans

International Edition

PREFACE TO MARKETING MANAGEMENT
10th Edition

By J Paul Peter, University of Wisconsin—Madison and James H. Donnelly, University of Kentucky—Lexington

2006 / 320 pages
ISBN-13: 978-0-07-296216-1 / MHID: 0-07-296216-X
ISBN-13: 9780-07-111635-0 / MHID: 0-07-111635-4 [IE]

www.mhhe.com/peterdon31nelly06

Preface to Marketing Management, 10/e, by Peter and Donnelly, is praised in the market for its organization, format, clarity, brevity and flexibility. The text serves as an overview for critical issues in marketing management. Its brief, inexpensive, paperback format makes it a perfect fit for instructors who assign cases, readings, simulations or offer modules on marketing management for MBA students. The text also works in courses that implement a cross-functional curriculum where the students are required to purchase several texts.

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International Edition

THE NEW POSITIONING
The Battle for Your Mind Escalates

By Jack Trout, and Steve Rivkin

1997 / 173 pages
ISBN-13: 978-0-07-065328-3 / MHID: 0-07-065328-3
ISBN-13: 978-0-07-114779-8 / MHID: 0-07-114779-9 [IE]

A Professional Reference Title

(International Edition is not for sale in Japan)

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Chapter 10. Repositioning an Accounting Firm
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Marketing Management - Text & Cases

NEW

MARKETING MANAGEMENT
A 21st Century Perspective

By Homburg, Kuester & Harley

2008 (February 2008)
ISBN-13: 978-0-07-711724-5 / MHID: 0-07-711724-7

McGraw-Hill UK Title

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International Edition

MARKETING MANAGEMENT
Text and Cases

By Rajiv Lal, Harvard Business School, John A Quelch, London Business School and V Kasturi Rangan of Harvard Business School

2005 / 832 pages
ISBN-13: 978-0-07-296762-3 / MHID: 0-07-296762-5
(Out of Print)
ISBN-13: 978-0-07-124218-9 / MHID: 0-07-124218-X [IE]

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Strategic Marketing - Text

NEW

International Edition

MARKETING STRATEGY
A Decision Focused Approach, 6th Edition

By Orville C Walker, University of Minnesota-Minneapolis, John Mullins, University of Denver and Harper Boyd (deceased)

2008 (November 2007) / 384 pages
ISBN-13: 978-0-07-352989-9 / MHID: 0-07-352989-3
ISBN-13: 978-0-07-126391-7 / MHID: 0-07-126391-8 [IE]

http://www.mhhe.com/walker08

Marketing Strategy 6/e is a flexible, short, paper-back text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing's cross/inter-functional relationships. The book's strategic decision making remains the key strength of this text while separating itself from all the competitors. The 6th edition helps students integrate what they have learned about analytical tools and the 4Ps of marketing within a broader framework of competitive strategy. Four key and relevant trends that are sweeping the world of marketing theory and practice are integrated throughout this new edition.

NEW TO THIS EDITION

❖ New examples of entrepreneurial companies: New examples of how entrepreneurial companies are using the strategic tools and frameworks that this book brings to life are integrated throughout the text. This feature helps the student with a growing interest in learning what it will take to run their own company.

❖ Two new opening vignettes-As the importance of international trade on the global economic stage is ever-increasing, two new vignettes bring to life how fast-growing companies from small European countries-Ireland's Ryanair and Finland's Nokia-have earned their spurs as global leaders in their respective industries.

❖ Chapter 11 (Marketing Strategies for the New Economy) updated- Includes the latest Web developments of crucial importance to marketers of all kinds--blogs, email marketing, etc. This enables students to see the inexorable rise in the importance of the Internet as an advertising and selling medium.

❖ Chapter 13 (Marketing Metrics for Marketing Performance) -Updated material reflects the growing importance that marketing executives are placing on measuring the impact and effectiveness of marketing programs. Students will be well-equipped to contribute to the development of dashboards and other systems for measuring marketing performance.

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International Edition

STRATEGIC MARKETING
A Practical Approach

By Karel Jan Alsem, University of Gronigen, The Netherlands and Dick Wittink, Yale University

2007 (July 2006) / 416 pages
ISBN-13: 978-0-07-302586-5 / MHID: 0-07-302586-0
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http://www.mhhe.com/alsem06

This text is designed as a stand alone text in a Marketing Strategy course with a focus on building customer value through the firm's marketing activities. The author aims to indicate the specific steps that comprise the strategic marketing planning process and how each of these steps should be implemented. The focus is on the activities that a company should perform within the framework of strategic marketing. The book follows the four-part division of evaluation, analysis, planning, and implementation.

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Strategic Marketing - Text & Cases

NEW

International Edition

STRATEGIC MARKETING
9th Edition

By David Cravens, Texas Christian University and Nigel Piercy, Warwick University

2008 (February 2008) / 752 pages
ISBN-13: 978-0-07-338100-8 / MHID: 0-07-338100-4
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Strategic Marketing 9/e by Cravens and Piercy is a text and casebook that discusses the concepts and processes for gaining the competitive advantage in the marketplace. The book is designed around the marketing strategy process with a clear emphasis on analysis, planning, and implementation. This new edition uses a decision-making process to examine the key concepts and issues involved in analyzing and selecting strategies. Marketing strategy is considered from a total business perspective as instructors want to examine marketing strategy beyond the traditional emphasis on marketing functions. The length and design of the book offer flexibility in the use of the text material and cases. New features and updated cases have made this text the most relevant text in the market today.

NEW TO THIS EDITION

❖ New and expanded scope-This new edition accentuates the global perspective in which the author team provides an extensive range of global involvement. This new scope allows students to recognize that competing in any market today requires a global perspective.

❖ New and current applications of business marketing initiatives are included in every chapter. These new features allow students to examine strategy, innovations, relationships, global ethics and corporate responsibility, Internet, and metrics aspects of business practice.

❖ Strategic customer relationship management- CRM is examined in a new chapter (Chapter 4), recognizing the escalating importance of this topic in business firms and its essential role in guiding marketing strategy.

❖ Increased coverage of innovation and new product planning and strategic brand management throughout this new edition. Enhancing

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brand equity has become a top priority challenge in companies around the world as students need to be aware of this challenge.

❖ 21 New Cases out of a total of 44. Cases from high profile companies are found at the end of each section. The cases help the student apply the concepts and methods discussed in the chapters and can be used for class discussion. They consider a wide variety of business environments (domestic and international, goods and services, organizations of different sizes).

❖ Topical coverage has been expanded to better position the book for teaching and learning in today's rapidly changing business environment. Each chapter has been revised to help students incorporate new chapters and examples, improve readability and flow, and encourage the interest and involvement to the student.

❖ Contemporary Topics Addressed. The authors continue to integrate and update coverage of strategic relationships, organizational learning, mass customization, teamwork, databases, activity-based costs, value-migration, competitive benchmarking, competing on capabilities, and new organizational forms. Integration of these topics reflects how thorough this revision is and how current the coverage and cases are. This type of coverage prepares students for the marketing environment today and the future.

❖ Complete and expanded teaching resources-learning portfolio is available on the Instructor's Resource CD-ROM. The Instructor's Manual has been substantially revised and expanded to improve its effectiveness in supporting course planning, case discussion, and examination preparation. These features offer considerable flexibility in course design depending on the instructor's objectives.

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PART SIX Comprehensive Cases

Strategic Marketing - Cases

International Edition

STRATEGIC MARKETING MANAGEMENT CASES
7th Edition

By David Cravens, Texas Christian University

2002
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Advertising & Promotion / IMC



ESSENTIALS OF CONTEMPORARY ADVERTISING
2nd Edition

By William F Arens (deceased) and David Schaefer, Sacramento City College

2009 (February 2008) / 608 pages
ISBN-13: 978-0-07-338097-1 / MHID: 0-07-338097-0

(Details unavailable at press time)

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NEW

ADVERTISING AND PROMOTION
An Integrated Marketing Communications Perspective, 8th Edition

By George Belch and Michael Belch of San Diego State University

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NEW

International Edition



CONTEMPORARY ADVERTISING 11th Edition

By William Arens, Michael Weibold and Chris Arens

2008 (March 2007) / 752 pages
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http://www.mhhe.com/arens11e

Contemporary Advertising, 11/e, is one of the best-selling advertising texts in this field. Known as the "coffee table book" for Advertising, it is known for its current examples, the author's ability to pull from real-world experiences, and the clear writing style. Taking a comprehensive view of the industry, this text presents advertising from the creative stand-point and Arens draws from his own industry experience to lend life to the examples. Author Bill Arens continues to address the importance of Integrated Marketing Communications (IMC) in the field of Advertising and how it impacts advertising strategy through featured examples of IMC campaigns.

NEW TO THIS EDITION

❖ Then and Now Part Openers. To highlight Contemporary Advertising's 25th anniversary, we have new part openers aptly named Then and Now. Each of the five part openers feature a retrospective of certain brands that have evolved with or through their advertising over the years. Ads spanning the last 20 to 30 are provided.

❖ The Advertising Experience. These new end-of-chapter exercises are hands-on in application and place the student in the advertisers' shoes. Effective as outside assignments or in-class discussion starters, The Advertising Experience allows students to effectively apply their knowledge of each chapter. Each Then and Now part opener is also highlighted within the chapters' Advertising Experience to fully integrate the brand's relevance to the chapter's concepts.

❖ NEW Campaign Video: Contemporary Advertising introduces a new campaign video featuring the Holiday Inn Express campaign created by Fallon Worldwide. This new segment ties in to the Chapter 7 opening vignette, which highlights the same campaign. The video follows the step-by-step development of a complete advertising campaign with interviews from the campaign's agency players. This behind-the-scenes perspective provides students an opportunity to see how a winning campaign is developed from the ground up.

FEATURES

❖ Chapter-opening vignettes: capture and hold students' interest. The vignettes are closely tied to chapter content and provide real world examples that show advertising in action.

❖ Award-winning graphic design: an important feature for a book that teaches students about the importance of quality in advertising art and production.

❖ Full-color advertising portfolios: These portfolios bring students real-life examples of the best advertising example in the field. These examples provide unique insight into the world of advertising and how it weaves relevance to the world we live in—from the groundbreaking historical ads of Kodak and Coca-Cola to modern images from Puma, Sony, and Vespa.

❖ Creative Department: this feature shows how print and television ads are produced. Transvision mylar inserts effectively illustrate the production process by featuring the many phases in the creation of a print ad.

❖ Ethical Issues: these boxed readings introduce students to current topics and controversies in advertising, showing them the thought processes and decisions advertisers make each day.

❖ Checklists: located throughout the text, this feature stimulates memory, organize thinking, and reinforce important chapter topics, tools, and skills.

❖ Excellent Website: Includes more resources for students and instructor. Student resources include student quizzing. the Advertising Reference Library, Career Planning in Advertising, Industry Resources, Advertising and IMC Plan outlines, and clips from the video package. The Instructor's side includes the Instructor's Manual, PowerPoint, Video Clips and Video Instructor's Manual, link to industry resources and link to PageOut for access to test materials.

International Edition

ESSENTIALS OF CONTEMPORARY ADVERTISING

By William Arens and David Schaefer, Sacramento City College

2007 (March 2006) / 544 pages
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ISBN-13: 978-0-07-110627-6 / MHID: 0-07-110627-8 [IE]

http://www.mhhe.com/arensessentials1e

Essentials of Contemporary Advertising, 1/e by William Arens and David Schaefer explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors' goal was to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the student's "real life." This approach truly transcends the conceptual and propels students into an exciting and practical dimension.

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Chapter 16 Relationship Building: Direct Marketing, Personal Selling and Sales Promotion
Chapter 17 Relationship Building: Public Relations, Sponsorship, and Corporate Advertising

International Edition

ADVERTISING AND PROMOTION
An Integrated Marketing Communications Perspective, 7th Edition

By Michael A. Belch and George E. Belch of San Diego State University—San Diego

2007 (May 2006) / 864 pages
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[IE with PowerWeb]

http://www.mhhe.com/belch07

Advertising and Promotion: An Integrated Marketing Communications Perspective, 7/e, by Belch and Belch, is the number one text in the Advertising market. As the field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies, marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling); Belch/Belch is the first book to reflect the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy. The text underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective, (the theme of the text), catapults the reader into the business practices of the 21st century.

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NEW



INTEGRATED MARKETING COMMUNICATIONS

By Tom Duncan and Hans Ouwersloot

2007 (November 2007) / 672 pages
ISBN-13: 978-0-07-711120-5 / MHID: 0-07-711120-6
McGraw-Hill UK Title

This book explains the principles and practices of advertising and the other marketing communication functions within an integrated context complete with an integrated planning process. Duncan's text presents the new ways companies communicate with business-savvy customers. It also shows how and why top management demands accountability of how advertising and promotion dollars are spent. The text provides students with a basic understanding of all the major marketing communication functions, the major media alternatives, and the processes for integrating these activities in the most effective and efficient way in order to develop long-term, profitable customer relationships that build brands and create brand equity. Based on feedback from reviewers, author Tom Duncan has increased the 2nd edition coverage of key advertising concepts (such as channel marketing, customer service, direct response and personal selling) to ensure a well-rounded approach to the Principles of Advertising course.

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International Edition

CONTEMPORARY ADVERTISING
10th Edition

By William F. Arens
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Contemporary Advertising, 10/e, is one of the best-selling advertising texts in this field. Known as the "coffee table book" for Advertising, it is known for its current examples, the author's ability to pull from real-world experiences, and the clear writing style. Taking a comprehensive view of the industry, this text presents advertising from the creative stand-point and Arens draws from his own industry experience to lend life to the examples. Author Bill Arens continues to address the importance of Integrated Marketing Communications (IMC) in the field of Advertising and how it impacts advertising strategy through featured examples of IMC campaigns.

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International Edition

PRINCIPLES OF ADVERTISING AND IMC
2nd Edition

By Tom Duncan, University of Colorado Boulder
2005 / 800 pages
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[IE with PowerWeb OLC & SmartSim CD)

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Selling

NEW

International Edition

ABC'S OF RELATIONSHIP SELLING 10th Edition

By Charles Futrell, Texas A&M University

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Appendix B: Personal Selling Experiential Exercises
Appendix C: Selling Globally
Appendix D: Answers to Crossword Puzzles
Glossary of Selling Terms
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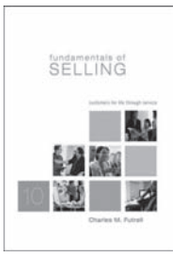
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NEW

International Edition



FUNDAMENTALS OF SELLING 10th Edition

By Charles M Futrell, Texas A&M University

2008 (January 2007) / 640 pages
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http://www.mhhe.com/futrell10e

Fundamentals of Selling draws on the unmatched experience of a salesman turned teacher to give your students the sales skills that lead to success. With a level of detail unique to this book, author Charles Futrell lays out a selling process step by step, taking in every phase of the sale from planning to follow-up. This detailed yet universal approach gives students the foundation they need to be successful sellers in any industry. Combined with up-to-date content and a strong ethical focus, the 10th edition of Fundamentals of Selling teaches sales the way a mentor would: with a strong, paractical focus that puts the customer first

NEW TO THIS EDITION

❖ Expanded coverage of ethics: Futrell has always stressed the primacy of ethics in responsible selling. The 10th edition takes this focus further, with ethical service integrated into each chapter as well as each step of the selling process.

❖ Improved opening chapter: Chapter 1 now includes expanded discussion of the Golden Rule of Selling, the Great Harvest Law of Sales, and the common denominator of sales success.

❖ Technology coverage: Futrell's coverage of selling technology now includes the use of iPods for presentations and training.

❖ New topics in selling: Topics new to the 10th edition include the sales prospecting funnel, the leaking bucket customer concept, and the use of parables and storytelling as communication techniques.

❖ Increased emphasis on planning: Coverage of planning the sales call (Chapter 8) has been expanded in this edition.

❖ Customer Focused Selling: Fundamentals of Selling demonstrates that the key to developing long-lasting, and profitable, relationships with buyers is through a customer-focused, services-approach. Through active listening and putting your customer first the relationships you develop will benefit you, your employer, and most of all, your customer.

CONTENTS

PART I SELLING AS A PROFESSION
1 The Life, Times, and Career of the Professional Salesperson
2 Relationship Marketing: Where Personal Selling Fits
3 Ethics First . . . Then Customer Relationships

PART II PREPARATION FOR RELATIONSHIP SELLING
4 The Psychology of Selling: Why People Buy
5 Communication for Relationship Building: It's Not All Talk
6 Sales Knowledge: Customers, Products, Technologies

PART III THE RELATIONSHIP SELLING PROCESS
7 Prospecting—the Lifeblood of Selling
8 Planning the Sales Call Is a Must!

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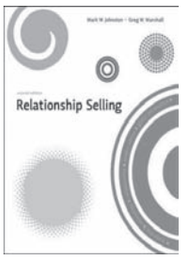
9 Carefully Select Which Sales Presentation Method to Use
10 Begin Your Presentation Strategically
11 Elements of a Great Sales Presentation
12 Welcome Your Prospect's Objections
13 Closing Begins the Relationship
14 Service and Follow-Up for Customer Retention

PART IV Managing Yourself, Your Career, and Others
15 Time, Territory, and Self-Management: Keys to Success
16 Planning, Staffing, and Training Successful Salespeople
17 Motivation, Compensation, Leadership, and Evaluation of Salespeople

APPENDIX A: Sales Call Role-Plays
APPENDIX B: Personal Selling Experiential Exercises
APPENDIX C: Comprehensive Sales Cases
APPENDIX D: Selling Globally
APPENDIX E: Answers to Crossword Puzzles
Glossary of Selling Terms

NEW

International Edition



RELATIONSHIP SELLING AND SALES MANAGMENT
2nd Edition

By Mark Johnston and Greg Marshall of Rollins College-Winter Park

2008 (February 2007) / 512 pages
ISBN-13: 978-0-07-352981-3 / MHID: 0-07-352981-8
ISBN-13: 9780-07-110108-0 / MHID: 0-07-110108-X [IE]

http://www.mhhe.com/johnston2e

Now available in its second edition, Relationship Selling has already struck a chord with instructors and students throughout the selling discipline. As its title suggests, Relationship Selling focuses on creating and maintaining profitable long-term relationships with customers, highlighting the salesperson as an essential element in communicating value to customers. This same approach is used successfully at firms throughout the world-no surprise given the extensive real-world sales and consulting experience of this author team. From its numerous role-plays and pedagogical aids to its student-friendly style and stellar teaching support, Relationship Selling is a fast-rising favorite of students and instructors alike.

NEW TO THIS EDITION

❖ Expert Advice: Each chapter begins with an opening vignette from a working sales professional, who shares with the reader important elements of his or her success related to important issues covered in that chapter.

❖ Relationship Selling Math Appendix: Many instructors mention the need for better quantitative skills among their sales and marketing students. This great new class assignment shows students how a salesperson can quantify the value proposition of a product they are presenting to a customer.

❖ Sales Proposal Appendix: Preparing a sales proposal is a great way for students to tap into the creativity and professionalism they'll need in dealing with clients. This appendix provides a complete template for creating a sales proposal assignment for the course.

❖ Active Web Site Support: Both new appendices are supported by regular online updates that will add value to students' learning experiences as well as to instructors' ability to keep the class fresh and engaging from semester to semester.

CONTENTS

Part One What Is Relationship Selling?
Chapter 1 Introduction to Relationship Selling
Chapter 2 Using Information to Understand Sellers and Buyer
Chapter 3 Value Creation in Buyer-Seller Relationships
Chapter 4 Ethical and Legal Issues in Relationship Selling
Part Two Elements of Relationship Selling
Chapter 5 Prospecting and Sales Call Planning
Chapter 6 Communicating the Sales Message
Chapter 7 Negotiating for Win-Win Solutions
Chapter 8 Closing the Sale and Follow-up
Chapter 9 Self-Management: Time and Territory
Part Three Managing the Relationship-Selling Process
Chapter 10 Salesperson Performance: Behavior, Motivation, and Role Perceptions
Chapter 11 Recruiting and Selecting Salespeople
Chapter 12 Training Salespeople for Sales Success
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Glossary
Endnotes
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International Edition

ABC'S OF RELATIONSHIP SELLING
9th Edition

By Charles Futrell, Texas A&M University

2007 (October 2005)
ISBN-13: 978-0-07-310132-3 / MHID: 0-07-310132-X
ISBN-13: 978-0-07-322573-9 / MHID: 0-07-322573-8
(with ACT! Express CD)
ISBN-13: 978-0-07-110776-1 / MHID: 0-07-110776-2
[IE with ACT! Express CD]

http://www.mhhe.com/futrell07

ABC's of Relationship Selling, 9/e by Futrell is written by a sales person turned teacher and is filled with practical tips and business-examples gleaned from years of experience in sales with Colgate, Up-john, and Ayerst and from the author's sales consulting business. Charles Futrell focuses on improving communication skills and emphasizes that no matter what career a student pursues, selling skills are a valuable asset. This affordable, brief paperback contains a wealth of exercises and role plays is perfect for a selling course where professors spend considerable time utilizing other resources and projects. The text also makes a nice companion to a sales management text in Marketing programs that offer a sales management course, but do not offer a separate selling course.

CONTENTS

Part I: Selling as a Profession
Chapter 1: The Life, Times, and Career of the Professional Salesperson
Chapter 2: Ethics First…Then Customer Relationships
Part II: Preparation For Relationship Selling
Chapter 3: The Psychology of Selling: Why People Buy
Chapter 4: Communication for Relationship Building: It's Not All Talk
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Part III: The Relationship Selling Process
Chapter 6: Prospecting: The Lifeblood of Selling
Chapter 7: Planning the Sales Call Is a Must!

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Chapter 8: Carefully Select Which Sales Presentation Method to Use
Chapter 9: Begin Your Presentation Strategically
Chapter 10: Elements of a Great Sales Presentation
Chapter 11: Welcome Your Prospects Objections
Chapter 12: Closing Begins the Relationship
Chapter 13: Service and Follow-Up for Customer Retention
Part IV: Careers in Selling
Chapter 14: Time, Territory, and Self-Management: Keys to Success
Appendix A: Sales Call Role Plays
Appendix B: Personal Selling Experiential Exercises
Appendix C: Selling Globally

International Edition

SELLING
Building Partnerships, 6th Edition

By Barton W Weitz, University of Florida, Stephen B Castleberry, University of Minnesota, and John F Tanner, Baylor University

2007 (November 2005)
ISBN-13: 978-0-07-313690-5 / MHID: 0-07-313690-5
ISBN-13: 978-0-07-322940-9 / MHID: 0-07-322940-7
(with ACT! Express CD)
ISBN-13: 978-0-07-110830-0 / MHID: 0-07-110830-0
[IE with ACT! Express CD]

http://www.mhhe.com/weitz07

Selling: Building Partnerships, 6/e, by Weitz, Castleberry, and Tanner is the first text to integrate the partnerships/relationship theme in the selling course. It presents selling theories and skills and encourages the students to practice applying them. Students will be presented with situations that occur in the field. This content will dovetail nicely into the training they receive from companies they go to work for.

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Part One: The Field of Selling
Chapter 1: Selling and Salespeople
Chapter 2: Building Partnering Relationships
Part Two: Knowledge and Skill Requirements
Chapter 3: Ethical and Legal Issues in Selling
Chapter 4: Buying Behavior and the Buying Process
Chapter 5: Using Communication Principles to Build Relationships
Chapter 6: Adaptive Selling for Relationship Building
Part Three: The Partnership Process
Chapter 7: Prospecting
Chapter 8: Planning the Sales Call
Chapter 9: Making the Sales Call
Chapter 10: Strengthening the Presentation
Chapter 11: Responding to Objections
Chapter 12: Obtaining Commitment
Chapter 13: Formal Negotiation
Chapter 14: After the Sale: Building Long-Term Partnerships
Part Four: The Salesperson as Professional
Chapter 15: Managing Your Time and Territory
Chapter 16: Managing Within Your Company
Chapter 17: Managing Your Career

SELLING MANAGING CUSTOMER RELATIONSHIPS
3rd Edition

By Rix, Western Sydney Institute of TAFE-Blacktown College, Buss and Herford

2006 (January 2006)
ISBN-13: 978-0-07-471561-1 / MHID: 0-07-471561-5
McGraw-Hill Australia Title

This brand new edition reflects the substantial changes that have occurred in personal selling. The text focuses on the two fundamentals of personal selling—consultation and persuasion—together with in-depth coverage of customer relationship management strategies for practical success in the field. It provides extensive opportunities for both new and experienced salespeople to develop their knowledge and skills. Selling 3e introduces a new chapter on CRM and in-depth coverage throughout on this expanding and dynamic topic. In addition, it includes end-of-chapter case studies, website references, and challenging cases at the close of the text, all with a practical focus. The book's extension section includes class activities, role plays and workbook sections to facilitate group research and discussion. This book has a clear and accessible writing style, and is an invaluable resource for sales trainees and students in selling courses at university and vocational colleges. The chapters on negotiating with customers and presenting to customer groups provide an ideal reference for salespeople and others who are looking to further develop their selling skills. It also demonstrates how the practices and technologies of customer relationship management (CRM) can be used by salespeople to improve their sales performance. This third edition offers a free 30-day trial of ACT!7 software, one of the most popular CRM packages used in business today.

CONTENTS

Part 1: Customers and Organisations.
Chapter 1: Selling, Marketing and Customer Relationship Management.
Chapter 2: Understanding Consumers.
Chapter 3: Understanding Organisational Buyers.
Chapter 4: Ethical and Legal Issues in Selling.
Part 2: Preparing to Build Customer Relationships.
Chapter 5: Developing your Communication Skills.
Chapter 6: Getting Organised.
Chapter 7: Prospecting.
Part 3: Conducting Sales Interviews with Customers.
Chapter 8: Selling as Consultation.
Chapter 9: Managing Objections and Buyer Concerns.
Chapter 10: Obtaining Commitment.
Part 4: Managing Customer Relationships.
Chapter 11: CRM in the Modern organisation.
Appendix to Chapter 11. Implementing customer contact programs.
Chapter 12: Managing Relationships with Key Customers.
Chapter 13: Negotiating with Customers.
Chapter 14: Making Presentations to Customer Groups.
Part 5: Extension Case Studies and Activities

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Sales Management

NEW

International Edition

CHURCHILL/FORD/WALKER'S SALES FORCE MANAGEMENT
9th Edition

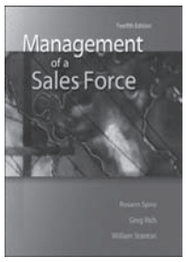
By Mark Johnston and Greg Marshall of Rollins College-Winter Park

2009 (February 2008) / 512 pages
ISBN-13: 978-0-07-352987-5 / MHID: 0-07-352987-7
ISBN-13: 978-0-07-128805-7 / MHID: 0-07-128805-8 [IE]

(Details unavailable at press time)

NEW

International Edition



MANAGEMENT OF A SALES FORCE
12th Edition

By Rosann Spiro, Indiana University-Bloomington, William Stanton, University of Colorado-Boulder and Greg Rich, Bowling Green State University

2008 (Feburary 2007) / 608 pages
ISBN-13: 978-0-07-352977-6 / MHID: 0-07-352977-X
ISBN-13: 978-0-07-125944-6 / MHID: 0-07-125944-9 [IE]

Management of a Sales Force is the best selling text in the sales management market, with a reputation for blending leading-edge research and student-friendly writing better than any other book. The 12th edition has been thoroughly revised to reflect all the changes that affect the sales manager's role, from the increasing globalization of business to savvier customers who now use the internet to research their purchasing decisions. All chapters have been updated with current company examples that demonstrate how the best sales executives are adapting to these and other new challenges. In addition, the latest sales management research studies and reports are presented in a straightforward, easy-to-read manner, making Management of A Sales Force, 12e, by far the most current sales management textbook on the market.

NEW TO THIS EDITION

❖ Revised technology coverage includes the impact of customer relationship management systems on strategic planning, profitability analysis, individual evaluation, and other facets of selling and sales force management. Other updated technology issues include the latest on Internet selling, virtual offices, web-based recruiting and training, and the use of both virtual presentations and instant messaging in the sales process.

❖ Chapter 7 (Developing, Delivering, and Reinforcing a Sales Training Program) has been totally re-written to reflect the latest changes in training. This includes training in growth-related knowledge (creativity training, coping skills) and meta knowledge (learning orientation, self-management).

❖ The book includes expanded discussion of how international companies organize their sales force through global account management, and several new "International Perspectives" boxes discuss the impact of global issues on strategic sales management issues.

❖ Approximately 25% of the book's cases are brand new in the 12th edition. In addition, each chapter has two to four cases that focus on specific issues related to the content. Finally, there are six longer, integrative cases in an appendix at the end of the book. Data for selected cases is available on an Excel spreadsheet.

❖ New figures, boxed materials, and other graphics have been added to make the book more readable and understandable.

❖ In the recruitment and selection chapters, discussion of minority recruitment has been expanded, as well as coverage of the latest techniques of salesperson selection interviews.

❖ When discussing sales territory design, the authors present recent research on the negative consequences of unbalanced territories.

❖ In response to user feedback, a detailed discussion of sales quotas has been added to Chapter 10.

CONTENTS

PART I: Introduction to Sales Force Management
Chapter 1: The Field of Sales Force Management
Chapter 2: Strategic Sales Force Management
Chapter 3: Personal Selling Process
PART II: Organizing, Staffing, and Training a Sales Force
Chapter 4: Sales Force Organization
Chapter 5: Profiling and Recruiting Salespeople
Chapter 6: Selecting and Hiring Applicants
Chapter 7: Developing, Delivering, and Reinforcing a Sales Training Program
PART III: Directing Sales Force Operations
Chapter 8: Motivating a Sales Force
Chapter 9: Sales Force Compensation
Chapter 10: Sales Force Quotas & Expenses
Chapter 11: Leadership of a Sales Force
PART IV: Sales Planning
Chapter 12: Sales Forecasting and Developing Budgets
Chapter 13: Sales Territories
PART V: Evaluating Sales Performance
Chapter 14: Analysis of Sales Volume
Chapter 15: Marketing Cost and Profitability Analysis
Chapter 16: Evaluating a Salesperson's Performance
Chapter 17: Ethical and Legal Responsibilities of Sales Managers
Appendix A: Integrative Cases
Appendix B: Careers in Sales Management

SALES AND DISTRIBUTION MANAGEMENT

By Krishna K Havaldar, RJS Institute of Management Studies, Bangalore University and Vasant M Cavale

2006 (June 2006) / 592 pages
ISBN-13: 978-0-07-061190-0 / MHID: 0-07-061190-4
McGraw-Hill India Title

http://www.mhhe.com/s&d

This book would fulfill the need for a text that covers the concepts of sales and distribution management and their applications in day-to-day business. Integration of sales and distribution management functions is the underlying theme of the book, which recognizes the fact that today there is probably no sales manager who does not have distribution responsibilities as well. Also, the treatment amply reflects that these managers are empowered to coordinate sales and distribution functions to achieve the larger goals and objectives of their organisations. To illustrate the concepts, examples have been cited from

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India as well as abroad, and from the consumer and industrial goods sectors. Many of these examples are from the rich experience of the authors as operating managers, consultants, and teachers. With its treatment and coverage, the book would be useful to the students of MBA/ PGDM programs of autonomous institutions and universities. Practicing professionals working in the areas of sales and marketing management would find it a useful reference.

CONTENTS

PART 1: SALES MANAGEMENT
1.Introduction to Sales Management
2.Personal Selling Process
3.Planning and Organizing Sales Force
4.Staffing the Sales Force
5.Training the Sales Force
6.Directing the Sales Force
7.Motivating and Leading The Sales Force
8.Controlling and Evaluation the Sales Force
9.Social, Ethical, and Legal Responsibilities
PART II: DISTRIBUTION MANAGEMENT
10.Introduction to Distribution Management
11.Marketing Channels
12.Channel Institutions
13.Wholesaling
14.Channel Planning
15.Channel Management
16.Channel Information Systems
17.Market Logistics & Supply Chain Management

International Edition

CHURCHILL/FORD/WALKER'S SALES FORCE MANAGEMENT
8th Edition

By Mark Johnston and Greg Marshall of Rollins College – Winter Park

2006 / 512 pages
ISBN-13: 978-0-07-296183-6 / MHID: 0-07-296183-X
ISBN-13: 978-0-07-111605-3 / MHID: 0-07-111605-2 [IE]

http://www.mhhe.com/sfm8e

The primary goal of Sales Force Management, 8e is to offer students the most comprehensive, up-to-date, and integrated overview of the theory, research, and management practices relevant to sales management. In revising the book we continue to focus on creating a book that enables students to take the wealth of information available and apply it to "real world" sales management problems and opportunities. The Eighth Edition, like the others before it, showcases how real managers use current theory and research in their own organizations. By identifying recent practices, applications, and the use of state-of-the-art technologies this edition combines in one source real world sales management "best practices" with cutting edge research and theory. Instructors will find that they are proud to present the information and approach to sales management within the Eighth Edition to both undergraduate and graduate business students, as it captures the essence of what it means to be a successful sales manager in the customer relationship era.

CONTENTS

Chapter 1 Introduction to Sales Management in the Twenty-First Century
Part One: Formulation of the Sales Program
Chapter 2 The Process of Buying and Selling
Chapter 3 Linking Strategies and the Sales Role in the Era of Customer Relationship Management
Chapter 4 Organizing the Sales Effort
Chapter 5 The Strategic Role of Information in Sales Management
Part Two: Implementation of the Sales Program
Chapter 6 Salesperson Performance: Behavior, Role Perceptions, and Satisfaction
Chapter 7 Salesperson Performance: Motivating the Sales Force
Chapter 8 Personal Characteristics and Sales Aptitude: Criteria for Selecting Salespeople
Chapter 9 Sales Force Recruitment and Selection
Chapter 10 Sales Training: Objectives, Techniques, and Evaluation
Chapter 11 Designing Compensation and Incentive Programs
Part Three: Evaluation and Control of the Sales Program
Chapter 12 Cost Analysis: Analyzing the Cost of Implementing CRM for Neobrands
Chapter 13 Behavior and Other Performance Analyses

SALES AND DISTRIBUTION MANAGEMENT
Text and Cases

By Krishna Havaldar and Cavale

2006 (June 2006) / 560 pages
ISBN-13: 978-0-07-061190-0 / MHID: 0-07-061190-4
McGraw-Hill India Title

http://www.mhhe.com/s&d

The book contains all major concepts in "sales" and "distribution. All important concepts are illustrated with Indian examples both from industrial and consumer goods. The concepts have been dealt in a practical manner for a sales manager who wants to adopt some of the practices enumerated. Both sales and distribution are being used jointly in the context of a manager as there is no sales manager who does not have distribution responsibilities. The tables and charts in the book which are taken from businesses in the manner in which they are being used. Most of the examples given are from the rich experience of the authors as operating managers, consultants, and teachers.

CONTENTS

PART 1: SALES MANAGEMENT
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9.Social, Ethical, and Legal Responsibilities
PART II: DISTRIBUTION MANAGEMENT
10.Introduction to Distribution Management
11.Marketing Channels
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15.Channel Management
16.Channel Information Systems
17.Market Logistics & Supply Chain Management

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Business to Business

NEW

International Edition

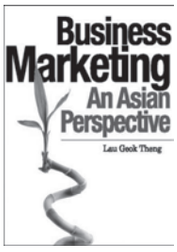
BUSINESS MARKETING
Connecting Strategy, Relationships and Learning, 4th Edition

By Robert Dwyer, University of Cincinnati and John Tanner, Baylor University

2009 (January 2008) / 736 pages
ISBN-13: 978-0-07-352990-5 / MHID: 0-07-352990-7
ISBN-13: 978-0-07-126343-6 / MHID: 0-07-126343-8 [IE]

(Details unavailable at press time)

NEW



BUSINESS MARKETING IN ASIA

By Lau Geok Theng

2007 (July 2007)
ISBN-13: 978-0-07-124739-9 / MHID: 0-07-124739-4

An Asian Publication

Business Marketing: An Asian Perspective provides concise coverage of key decisions, issues and challenges in marketing to business organizations. Up-to-date information and concepts relating to business markets and marketing strategies, products and consumer behaviour as well as sales, distribution and communication are unpacked, as is the effect of e-commerce on businesses. Relevant examples gleaned from China, Thailand, Singapore and other parts of Asia, together with provocative end-of-chapter questions, aid the reader in applying the concepts and in thinking deeply about issues, while case studies stimulate the reader to further examine decisions and issues in a more holistic fashion. Business Marketing: An Asian Perspective is an invaluable sourcebook and reference for anyone intending to teach or do business in the Asian arena.

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Author's Preface
Main Text Chapters
1. Introduction to Business Marketing
2. Business Buying Process and Behaviour
3. Business Market Analysis
4. Business Market Segmentation
5. Business Marketing Strategies
6. E-Commerce in the Business Market
7. Business Product Strategies and Decisions
8. Business Pricing Strategies and Decisions
9. Business Channels and Distribution Strategies and Decisions
10. Business Sales Management and Personal Selling
11. Business Marketing Communications
12. Business Marketing Implementation and Control
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Case 2 CSCL Reaching for Top Three
Case 3 ASL Marine Sees Surge in Order
Case 4 Fuji Xerox Targets the Graphic Arts Industry
Case 5 The Sin Soon Huat Story
Case 6 The Siam Cement Group: A Significant Asian Manufacturing Conglomerate
Case 7 Big Systems
Case 8 RFID Action for Tech Majors
Case 9 Alfa Networks
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Case 11 Chuloong-Leekang Negotiation
Case 12 Boeing Jet Propellant
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Case 16 Jason Electronics
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International Edition

BUSINESS MARKETING
Connecting Strategy, Relationships, and Learning, 3rd Edition

By F Robert Dwyer, University of Cincinnati and John Tanner, Baylor University

2006 / 720 pages
ISBN-13: 978-0-07-286578-3 / MHID: 0-07-286578-4
ISBN-13: 978-0-07-124438-1 / MHID: 0-07-124438-7 [IE]

This text is targeted at the undergraduate Business Marketing course. It introduces the concepts of marketing to businesses and stresses the importance of building relationships with customers.

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Part I: Business Markets and Business Marketing
Chapter 1 Introduction to Business Marketing
Chapter 2 The Character of Business Marketing
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Cases
1. Bama Pie, Ltd
2. BGH-Motorola

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3. Calox (A) (B)
4. Daynor Chemical Company
5. ExhibitsPlus
6. Fleury Equipment de Batiment
7. JC Decaux
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9. Li & Fung Limited
10. Little Tikes Commercial Play Systems
11. Majsperk (A) (B) (C)
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13. Northcrest Salmon
14. Outdoor Sporting Products, Inc.
15. Pfizer, Inc. Animal Health Products (A) (B)
16. SPC Products
17. Texas Instruments
18. Whole Tree Energy
19. Wind Technology
20. Xerox

International Edition

BUSINESS MARKETING
3rd Edition

By Frank Bingham, Bryant College and Roger Gomes and Patricia A Knowles of Clemson University

2005 / 496 pages
ISBN-13: 978-0-07-285911-9 / MHID: 0-07-285911-3
(Out of Print)
ISBN-13: 978-0-07-124396-4 / MHID: 0-07-124396-8 [IE]

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Chapter 6: Market Segmentation, Positioning, and Demand Projection
Chapter 7: New Product Development, Management, and Strategy
Chapter 8: Price Planning and Strategy
Part 3: Communication and Delivery
Chapter 9: Promotional Strategy
Chapter 10: Business Marketing Channel Participants
Chapter 11: Supply Chain Management and Logistics
Part 4: International Applications
Chapter 12: International Business Marketing

Marketing Channels

International Edition

MARKETING CHANNELS
2nd Edition

By Lou E Pelton and David Strutton of University of North Texas, James R Lumpkin, Oklahoma State University-Stillwater

2002 / 544 pages
ISBN-13: 978-0-07-289512-4 / MHID: 0-07-289512-8
(Out of Print)
ISBN-13: 978-0-07-120705-8 / MHID: 0-07-120705-8 [IE]

http://www.mhhe.com/pelton

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3. Attaining Competitive Advantage Through Channel Design.
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13. Developing Long-Term Value.
14. Strategic Partnering Agreements.
Part IV Cases.

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Product Management

International Edition

PRODUCT MANAGEMENT
4th Edition

By Donald Lehmann, Columbia University and Russell Winer, University of California

2005 / 512 pages
ISBN-13: 978-0-07-286598-1 / MHID: 0-07-286598-9
ISBN-13: 978-0-07-123832-8 / MHID: 0-07-123832-8 [IE]

http://www.mhhe.com/lehmann05

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Chapter 5: Competitor Analysis
Chapter 6: Customer Analysis
Chapter 7: Market Potential and Sales Forecasting
Chapter 8: Developing Product Strategy
Chapter 9: New Products
Chapter 10: Pricing Decisions
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Chapter 13: Channel Management
Chapter 14: Service and Direct Customer-Based Marketing
Chapter 15: Financial Analysis
Chapter 16: Marketing Metrics

New Product Management

NEW

International Edition



NEW PRODUCT
MANAGEMENT
9th Edition

By Merle Crawford, Emeritus-University of Michigan and Anthony Di Benedetto, Temple University-Philadelphia

2008 (October 2007) / 552 pages
ISBN-13: 978-0-07-352988-2 / MHID: 0-07-352988-5
ISBN-13: 978-0-07-126336-8 / MHID: 0-07-126336-5 [IE]

http://www.mhhe.com/crawford9e

Written with a managerial focus, New Product Management by Crawford and Di Benedetto is useful to the practicing new products manager. Along with the management approach, the perspective of marketing is presented throughout which enables the text to have a balanced view. The authors aim to make the book increasingly relevant to its users as this revision is considered to be a "new product." Many new examples, cases, and research along with the most current topics highlight the new edition of New Product Management.

NEW TO THIS EDITION

❖ New and Updated Examples and Applications: Integrated Throughout the text, new examples and applications are integrated to give the student a view of how products are developed in different companies. Examples such as the iPhone help students understand the relevancy of the course.

❖ New and up-to-date cases: Thirteen new cases, all from recent business headlines, are added to this new edition. New cases include Wii, Product (Red), Nokia, and Chipotle Mexican Grill. Instructors are able to use the new cases to remain up to date in the classroom.

❖ Current topics: New topics are integrated throughout the new edition. Open innovation, user innovation toolkits, global product development teams, product development for radical innovations, and public policy issues such as the greenhouse effect and fast-food nutrition issues are the topics that embrace the new edition.

❖ Up-to-date research: Currency and relevance of new research maintains the relevancy of certain areas of strategic planning for new products (Chapter 3), creativity and innovation (Chapter 4), and market testing and measurement (Chapter 18).

CONTENTS

Part One: Overview and Opportunity Identification/Selection
Chapter 1: The Menu
Chapter 2: The New Products Process
Chapter 3: Opportunity Identification and Selection: Strategic Planning for New Products
Part Two: Concept Generation
Chapter 4: Preparation and Alternatives
Chapter 5: Problem-Based Ideation: Finding and Solving Customers' Problems
Chapter 6: Analytical Attribute Approaches: Introduction and Perceptual Mapping
Chapter 7: Analytical Attribute Approaches: Trade-Off Analysis and Qualitative Techniques
Part Three: Concept/Project Evaluation
Chapter 8: The Concept Evaluation System
Chapter 9: Concept Testing
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Chapter 11: Sales Forecasting and Financial Analysis
Chapter 12: Product Protocol
Part Four: Development
Chapter 13: Design
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Chapter 15: Product Use Testing
Part Five: Launch
Chapter 16: Strategic Launch Planning
Chapter 17: Implementation of the Strategic Plan
Chapter 18: Market Testing
Chapter 19: Launch Management
Chapter 20: Public Policy Issues
Bibliography
Appendixes
A: Sources and Ideas Already Generated
B: Other Techniques of Concept Generation
C: Small's Ideation Stimulator Checklist
D: The Marketing Plan
E: Guidelines for Evaluating a New Products Program

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Product Design

NEW

International Edition



PRODUCT DESIGN AND DEVELOPMENT
4th Edition

By Karl Ulrich, University of Pennsylvania and Steven Eppinger, Mass Institute of Tech

2008 (July 2007) / 384 pages
ISBN-13: 978-0-07-310142-2 / MHID: 0-07-310142-7
ISBN-13: 978-0-07-125947-7 / MHID: 0-07-125947-3 [IE]

http://www.ulrich-eppinger.net

Treating such contemporary design and development issues as identifying customer needs, design for manufacturing, prototyping, and industrial design, Product Design and Development by Ulrich and Eppinger presents in a clear and detailed way a set of product development techniques aimed at bringing together the marketing, design, and manufacturing functions of the enterprise. The integrative methods in the book facilitate problem solving and decision making among people with different disciplinary perspectives, reflecting the current industry toward designing and developing products in cross-functional teams.

NEW TO THIS EDITION

❖ Updated examples include the PackBot (a robot used for dangerous activities such as bomb disposal) in Chapter 12, Prototyping, and Motorola's RAZR phone in Chapter 10, Industrial Design.

❖ Additional updates have been made to Chapter 5 (Product Specifications) and Chapter 6 (Concept Generation).

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Chapter 1 Introduction
Chapter 2 Development Processes and Organizations
Chapter 3 Product Planning
Chapter 4 Identifying Customer Needs
Chapter 5 Product Specifications
Chapter 6 Concept Generation
Chapter 7 Concept Selection
Chapter 8 Concept Testing
Chapter 9 Product Architecture
Chapter 10 Industrial Design
Chapter 11 Design for Manufacturing
Chapter 12 Prototyping
Chapter 13 Robust Design
Chapter 14 Patents and Intellectual Property
Chapter 15 Product Development Economics
Chapter 16 Managing Projects

Logistics

PRINCIPLES OF LOGISTICS
2nd Edition

By John Langford

2007 (December 2006) / 570 pages
ISBN-13: 978-0-07-147224-1 / MHID: 0-07-147224-X

A Professional Reference Title

This updated guide offers a complete blueprint for logistics excellence, covering design and production, product reliability, maintainability, quality assurance, supply chain techniques, and more. This new edition features new material on performance-based systems engineering and its impact on life cycle logistics.

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Foreword / Preface / Acknowledgments
Part 1: Logistics Systems Engineering
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Chapter 3: Maintainability
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Chapter 5: Quality Assurance
Chapter 6: Human Factors Engineering
Chapter 7: Safety Engineering
Part 2: Acquisition and Production
Chapter 8: Contracting
Chapter 9: Critical-Path Analysis
Chapter 10: Work Breakdown Structure
Chapter 11: Learning Curve
Chapter 12: Financial Analysis
Chapter 13: Depreciation of Assets
Chapter 14: Life-Cycle Cost Analysis
Chapter 15: Performance-Based Systems Engineering
Part 3: Logistics Systems Management and Operations
Chapter 16: Logistics Facilities
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Chapter 18: Inventory Management
Chapter 19: Personnel Management
Chapter 20: Logistics, Technical Documentation
Chapter 21: Support and Test Equipment
Chapter 22: Embedded Computer Resources
Chapter 23: Equipment Maintenance
Chapter 24: Design Interface of Logistics Elements
Chapter 25: Logistics Supportability
Chapter 26: Configuration Management
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Appendix B: Internet Websites, Logistics Associations, and Sources of Information
Appendix C: Crosswalk Guide for Conversion of U.S. Measurement Units to Systeme International (SI) Measurement Units
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UK Adaptation

FUNDAMENTALS OF LOGISTICS MANAGEMENT

By Douglas Lambert, James Stock, Lisa Ellram and David Grant

2005 (October 2005) / 512 pages

ISBN-13: 978-0-07-710894-6 / MHID: 0-07-710894-9

McGraw-Hill UK Title

www.mcgraw-hill.co.uk/textbooks/grant

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Chapter 1: Logistics and Supply Chain Management
Chapter 2: Customer Service
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Chapter 9: Materials Handling
Chapter 10: Organizing
Chapter 11: Financial Control
Chapter 12: Global Logistics
Chapter 13: Implementing Strategy

International Edition

STRATEGIC LOGISTICS MANAGEMENT 4th Edition

By James R Stock, University of South Florida-Tampa and Douglas Lambert, Ohio State University

2001 / 816 pages

ISBN-13: 978-0-256-13687-6 / MHID: 0-256-13687-4
ISBN-13: 978-0-07-118122-8 / MHID: 0-07-118122-9 [IE]

www.mhhe.com/business/marketing/stock

CONTENTS

1. Logistics' Role in the Economy and the Organization
2. Supply Chain Management
3. Customer Service
4. Order Processing and Information Systems
5. Financial Impact of Inventory
6. Inventory Management
7. Managing Materials Flow
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9. Decision Strategies in Transportation
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12. Procurement
13. Global Logistics
14. Global Logistics Strategies
15. Organizing for Effective Logistics
16. Logistics Performance Measurement
17. Measuring, Selling, and Value of Logistics
18. Strategic Logistics Plan

International Edition

FUNDAMENTALS OF LOGISTICS MANAGEMENT

By Douglas Lambert, The Ohio State University, James R Stock, University of South Florida, and Lisa Ellram, Arizona State University

1998 / 640 pages

ISBN-13: 978-0-256-14117-7 / MHID: 0-256-14117-7
(Out of Print)
ISBN-13: 978-0-07-115752-0 / MHID: 0-07-115752-2 [IE]

CONTENTS

Chapter 1. Logistics Role in Economy/Organization.
Chapter 2. Logistics & Customer Service.
Chapter 3. Logistics Information Systems.
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Chapter 6. Materials Management.
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Chapter 8. Warehousing/Distribution.
Chapter 9. Packaging & Materials Handling.
Chapter 10. The Procurement Function.
Chapter 11. Global Logistics.
Chapter 12. Organization for Effective Logistics Performance.
Chapter 13. Financial Issues in Logistics Performance.
Chapter 14. Supply Chain Management/Integrated Channel Management.
Chapter 15. Implementing Logistics Strategy.

Retail Management

NEW

International Edition

RETAILING MANAGEMENT 7th Edition

By Michael Levy, Babson College and Barton Weitz, University of Florida-Gainesville

2009 (April 2008) / 704 pages

ISBN-13: 978-0-07-338104-6 / MHID: 0-07-338104-7
ISBN-13: 978-0-07-128424-0 / MHID: 0-07-128424-9 [IE]

(Details unavailable at press time)

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International Edition

RETAILING MANAGEMENT
6th Edition

By Michael Levy, Babson College and Barton W Weitz, University of Florida

2007 (April 2006) / 832 pages

ISBN-13: 978-0-07-301978-9 / MHID: 0-07-301978-X

ISBN-13: 978-0-07-110688-7 / MHID: 0-07-110688-X (IE)

Known for its strategic look at retailing and current coverage, this new 6th edition continues to be organized around a model of strategic decision-making. One of the major advantages of the Levy/Weitz approach is the text's readability, organization, and its emphasis on how students can come to grips with real retailing issues and be able to solve problems. The text's logical organization around a decision-making process allows readers to learn about the process of strategic decisions first before moving on to decision implementation. The implementation decisions are broken down into merchandise management decisions and store management decisions, just as they would be in a real retailing setting. The text provides a balanced treatment of strategic, "how to," and conceptual material, in a highly readable and interesting format. The sixth edition continues its cutting edge coverage on the latest topics and developments in retailing including globalization, customer relationship management programs, multi-channel retailing, supply chain management, and the use of the Internet to improve operating efficiencies and customer service. Students indicate that this text is a "good read" because of the numerous examples of retailers, their practices, the interesting retail facts in the margins, and eye catching design and layout. Retailing is a high tech, global, growth industry that provides challenging and rewarding career opportunities for college graduates. This book and its corresponding tools and exercises were written to expose students to the excitement of retailing and prepare them for a career in retailing and related fields.

CONTENTS

Section I The World of Retailing.
1. Introduction to the World of Retailing.
2. Types of Retailers.
3. Multichannel Retailing.
4. Customer Buying Behavior.

Section II Retailing Strategy.
5. Retailing Market Strategy.
6. Financial Strategy.
7. Retail Locations.
8. Retail Site Location.
9. Human Resource Management.
10. Information Systems and Supply Chain Management.
11. Customer Relationship Management.

Section III Merchandise Management.
12. Managing Merchandise assortments.
13. Merchandise Planning Systems.
14. Buying Merchandise.
15. Pricing.
16. Retail Communications Mix.

Section IV Store Management.
17. Managing the Store.
18. Store Layout, Design, and Visual Merchandising.
19. Customer Service.

Section V Cases

RETAILING MANAGEMENT
2nd Edition

By Swapna Pradhan, Formerly Head of Franchise Retailing—Pantaloon Retail (India) Ltd

2006 (September 2006)

ISBN-13: 978-0-07-062020-9 / MHID: 0-07-062020-2

McGraw-Hill India Title

http://www.mhhe.com/pradhan2e

This new edition of a well-received book seeks to expand the coverage in the important topical areas of merchandise management, customer service, retail marketing communication, and financial planning among others. the focus of this book has been on explaining the concepts and practices in retailing management, particularly in the Indian/Asian setting. The author has taken a practical approach to make the treatment sound and interesting. Consequently, the book is dotted with "Retail Snapshots"--which are boxed exhibits that illustrate a particular retail activity or situation--and eight case studies including those on Starbucks, Shopper's Stop,Gili, Big Bazaar, and Titan.

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SECTION 1: INTRODUCTION
1.Introduction to Retail
2.Retail in India
3.Retail Models and Theories of Retail Development

SECTION 2: STRATEGY AND PLANNING
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5.Retail Strategy
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7.Retail Store Locations

SECTION 3: MERCHANDISE MANAGEMENT
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9.The Process of Merchandise Planning
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11.Retail Pricing and Evaluation Merchandise Performance

SECTION 4: MANAGING RETAIL
12.Organisation Structure and Human Resource Management Retail
13.Retail Store Operations
14.Financial Aspects of Retail and Ethics in Retail

SECTION 5: CREATING AND SUSTAINING VALUE
15.Retail Marketing and Communication
16.Servicing the Retail Customer
17.Retail Store Design and Visual Merchandising
18.Retail Management Information Systems
19.Supply Chain Management

CASES

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International Marketing

NEW

INTERNATIONAL MARKETING

By Clarke and Wilson

2008 (February 2008) / 448 pages

ISBN-13: 978-0-07-711585-2 / MHID: 0-07-711585-6

McGraw-Hill UK Title

(Details unavailable at press time)

International Edition

INTERNATIONAL MARKETING
13th Edition

By Philip Cateora, University of Colorado-Boulder and John Graham, University of California-Irvine

2007 (March 2006) / 736 pages

ISBN-13: 978-0-07-308006-2 / MHID: 0-07-308006-3

ISBN-13: 978-0-07-110594-1 / MHID: 0-07-110594-8 [IE]

http://www.mhhe.com/cateora13e

Cateora and Graham's International Marketing is far and away the best selling text in the field, with a pioneering approach to making the material accessible and relevant that has become the standard by which other books are judged. Providing a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics, Cateora helps students to see the cultural and environmental uniqueness of any nation or region. The 13th edition reflects all the important events and innovations to affect global business within recent years, while including several new and updated technological learning tools.

CONTENTS

Part I An Overview. The Scope and Challenge of International Marketing . The Dynamic Environment of International Trade.

Part II The Cultural Environment of Global Markets. History and Geography: The Foundations of Culture. Cultural Dynamics in Assessing Global Markets. Culture, Management Style, and Business Systems. The Political Environment: A Critical Concern. The International Legal Environment: Playing by the Rules.

Part III Assessing Global Market Opportunities. Developing a Global Vision through Market Research. Emerging Markets. Multinational Market Regions and Market Groups.

Part IV Developing Global Marketing Strategies. Global Marketing Management: Planning and Organization. Products and Services for Consumers. Products and Consumers for Businesses. International Marketing Channels. Exporting and Logistics: Special Issues for Business. Integrated Marketing Communications and International Advertising. Personal Selling and Sales Management. Pricing for International Markets.

Part V Implementing Global Marketing Strategies. Negotiating with International Customers, Partners, and Regulators.

Part VI Supplementary Material. The Country Notebook. Cases

International Edition

GLOBAL MARKETING
Foreign Entry, Local Marketing, and Global Management, 4th Edition

By Johnny Johansson, Georgetown University

2006 / 664 pages

ISBN-13: 978-0-07-296180-5 / MHID: 0-07-296180-5

ISBN-13: 978-0-07-124454-1 / MHID: 0-07-124454-9 [IE]

Johansson's Global Marketing, 4/e utilizes a three-pronged framework to organize the discussion of how to conduct global business: Foreign Entry, Local Marketing, and Global Management. Johansson seeks to develop the varied skills a marketing manager needs to be successful in each of these tasks. The discussion progresses from how to market an existing product outside of the domestic market to how to develop a new product for specific local markets and then broadens the scope to discuss marketing and management topics from a global managerial perspective. Legal, regulatory, political, and cultural, issues are discussed as appropriate throughout the text. Excellent examples and cases, many of which are drawn from the author's rich international experience, help students move from concept to application. Most International Marketing books have 6-7 separate chapters up front that discuss the legal and regulatory, political, and cultural environments before they begin to discuss global market entry. Johansson presumes that the students have a basic appreciation of these environments and begins the market entry discussion after 3 introductory chapters. The orientation of this text is more managerial and less descriptive. This text is used both as the first course in the undergraduate level and in MBA level courses.

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Chapter 18: Organizing for Global Marketing
Appendix: Global Marketing Planning

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INTERNATIONAL MARKETING
2nd Edition

By Pervez Ghauri, UMIST and Graham Cateora, University of Groningen

2005 (July 2005) / 624 pages
ISBN-13: 978-0-07-710830-4 / MHID: 0-07-710830-2
McGraw-Hill UK Title

www.mcgraw-hill.co.uk/textbooks/ghauri

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Chapter 5 Business Customs And Practices In International Marketing
Chapter 6 The International Political And Legal Environment
Part III: Assessing International Market Opportunities
Chapter 7 Researching International Markets
Chapter 8 Emerging Markets And Market Behaviour
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Part IV Developing International Marketing Strategies
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Chapter 12 Exporting, Managing And Logistics
Chapter 13 Developing Consumer Products For International Markets
Chapter 14 Marketing Industrial Products And Business Services
Chapter 15 The International Distribution System
Chapter 16 International Advertising And Promotion
Chapter 17 Personal Selling And Negotiations
Chapter 18 Pricing For International Markets
Part V Ethical, Financial And Organisational Issues In International Marketing
Chapter 19 Ethics And Social Responsibility In International Marketing
Chapter 20 Financing And Managing International Marketing Operations

MARKETING PLANNING
A Global Perspective

By Svend Hollesen, University of Southern Denmark

2005 (July 2005) / 312 pages
ISBN-13: 978-0-07-710418-4 / MHID: 0-07-710418-8
McGraw-Hill UK Title

www.mcgraw-hill/textbooks/hollensen

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2 ~ Assessing the internal marketing situation
3 ~ Assessing the external marketing situation
4 ~ SWOT-analysis
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7 ~ Marketing Mix Decisions I – Product
8 ~ Marketing Mix Decisions II – Pricing
9 ~ Marketing Mix Decisions III – Distribution
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Part III ~ Implementing and managing the marketing plan
11 ~ Developing and managing customer relationships
12 ~ Organizing and implementing the marketing plan
13 ~ Budgeting and controlling
14 ~ Ethical, social and environmental aspects of marketing planning

Services Marketing

NEW

International Edition

SERVICES MARKETING
5th Edition

By Valarie Zeithaml, University of North Carolina-Chapel Hill, Mary Jo Bitner, Arizona State University-Tempe and Dwayne Gremler, Bowling Green State University

2009 (March 2008) / 768 pages
ISBN-13: 978-0-07-338093-3 / MHID: 0-07-338093-8
ISBN-13: 978-0-07-126393-1 / MHID: 0-07-126393-4 [IE]

(Details unavailable at press time)

NEW



SERVICES MARKETING
Integrating Customer Focus across the Firm

By Alan Wilson and Valerie Zeithaml of University of North Carolina-Chapel Hill and Mary Jo Bitner, Arizona State University-Tempe

2008 (February 2008) / 576 pages
ISBN-13: 978-0-07-710795-6 / MHID: 0-07-710795-0
McGraw-Hill UK Title

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1. Introduction to Services
Part One: Focus on the Customer
2. Customer Behaviour in Services
3. Customer Expectations of Service (incl. Gaps model)
4. Customer Perceptions of Service
Part Two: Listening to Customer Requirements
5. Understanding Customer Expectations and Perceptions through Marketing Research
6. Building Customer Relationships
7. Service Recovery
Part Three: Aligning Strategy, Service Design and Standards
8. Service Development and Design
9. Customer Defined Service Standards
10. Physical Evidence and the Servicescape
Part Four: Delivering and Performing Service

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11. Employees' Roles in Service Delivery
12. Customers' Roles in Service Delivery
13. Delivering Service through Intermediaries and Electronic Channels
14. Managing Demand and Capacity

Part Five: Managing Service Promises

15. Integrated Service Marketing Communications
16. Pricing of Services
17. Measuring Service Performance

NEW



PRINCIPLES OF SERVICES MARKETING
5th Edition

By Adrian Palmer, Gloucestershire Business School-Cheltenham

2007 (November 2007) / 592 pages

ISBN-13: 978-0-07-711627-9 / MHID: 0-07-711627-5

McGraw-Hill UK Title

Principles of Services Marketing 5th edition is an ideal introduction to this key marketing topic. Updated to include the most current examples and contemporary theory, this 5th edition has been comprehensively revised to ensure it is structured to cover the essential content for any services marketing course. New coverage in this edition includes a chapter on the growth and development of service brands, coverage of service productivity and the internet, plus innovation and new service development. Current examples and updated cases ensure that services marketing topics are clearly explained and illustrated and review questions and activities allow students to test their progress as they read the text.

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Part 1 – Service contexts

1.What is services marketing?
2.Growth and the development of service brands

Part 2 – Defining the service

3.The service encounter
4.Service productivity and the internet
5.Making services accessible to consumers

Part 3 – Understanding consumers and developing new services

6.Understanding services buying behaviour
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8.Innovation and new service development

Part 4 – Refining the marketing strategy

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12.Managing demand and capacity
13.Managing communications

Part 5 – Going global

14.International services marketing
15.Case study
Index of companies and brands
Index of authors cited
Index of subjects

SERVICES MARKETING
2nd Edition

By Rajendra Nargundkar

2006 (May 2006) / 450 pages

ISBN-13: 978-0-07-061631-8 / MHID: 0-07-061631-0

McGraw-Hill India Title

Services Marketing is a popular elective in the MBA (Marketing) stream. The book would cater to the needs of these MBA students. An useful reference for managers.

CONTENTS

1. Prelude to the 7 'P's
2. Product--the First P
3. Place--the Second P
4. Promotion--the Third P
5. Price--the Fourth P
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8. Process--the Seventh P
9. Integrated Service Strategy for Market Leaders, Challengers, Followers and Niche Marketers
10. Going Global
11. Retailing in India and Around the World 12. CRM

International Edition

SERVICES MARKETING
4th Edition

By Valerie Zeithaml, Partners for Service Excellence and Mary Jo Bitner, Arizona State University—Tempe and Dwayne D. Gremler, Bowling Green State University—Bowling Green

2006 / 736 pages

ISBN-13: 978-0-07-296194-2 / MHID: 0-07-296194-5
ISBN-13: 978-0-07-124496-1 / MHID: 0-07-124496-4 [IE]

http://www.mhhe.com/zeithaml06

Services Marketing, 4/e, by Zeithaml and Bitner provides a comprehensive review and analysis of services marketing issues, practice, and strategy. Utilizing the GAPS Model of Service Quality as an organizing framework the structure of the text offers part openers that sequentially build the model gap by gap. Each part of the book includes multiple chapters with strategies for understanding and closing the critical gaps. Customer behavior, expectations, and perceptions are discussed early in the text to form the basis for understanding services marketing strategy and the managerial content, in the rest of the text, is framed by the GAPS model. Additionally, the authors continue to refine conceptual frameworks for developing effective services marketing strategy and have incorporated more coverage of the use of technology and business-to-business applications in this edition.

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Chapter 17. Pricing of Services
PART SEVEN: OUTCOMES OF SERVICE INVESTMENTS
Chapter 18. The Financial and Economic Effect of Services
CASES

Direct Marketing

SUCCESSFUL DIRECT MARKETING METHODS
8th Edition

By Bob Stone and Ron Jacobs of Northwestern University

2007 (February 2007) / 592 pages

ISBN-13: 978-0-07-145829-0 / MHID: 0-07-145829-8

A Professional Reference Title

The book that helps you make the most of the latest marketing techniques. Now completely updated and expanded, the new edition of Successful Direct Marketing Methods belongs on every marketer's bookshelf. This revision covers new topics such as the new objectives of direct marketing; acquisition, loyalty, retention, and win back; the growth of direct marketing in Europe, Asia, and Latin America; telemarketing; and much more.

International Edition

DIRECT MARKETING

By William J McDonald, Hofstra University

1998 / 792 pages

ISBN-13: 978-0-07-561743-3 / MHID: 0-07-561743-9
(with PowerPoint 3.5" Disk) – Out of Print
ISBN-13: 978-0-07-122331-7 / MHID: 0-07-122331-2
(IE with PowerPoint 3.5" Disk)

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Chapter 8. Creative Strategy and Execution.
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Chapter 15. Business-to-Business Direct Marketing.
Chapter 16. Direct Marketing Decision Support Tools.
Chapter 17. Direct marketing Profitability.
Chapter 18. The Fulfillment Process.
Chapter 19. The Future of Direct Marketing.
1. Avon Products.
2. Barney and Friends.
3. Deal-A-Meal USA.
4. Dell Computer.
5. Dial-A-Mattress.
6. Fidelity Investments.
7. The Franklin Mint.
8. Home Shopping Network.
9. ID Software.
10. Nordictrack.

Marketing Planning

NEW

International Edition

ANALYSIS FOR MARKETING PLANNING
7th Edition

By Donald Lehmann, Columbia University and Russell Winer, New York University

2008 (December 2007) / 288 pages

ISBN-13: 978-0-07-352984-4 / MHID: 0-07-352984-2

ISBN-13: 978-0-07-126363-4 / MHID: 0-07-126363-2 [IE]

http://www.mhhe.com/lehman7e

Analysis for Marketing Planning, 7/e by Lehmann and Winer focuses on the analysis needed for sound Marketing decisions and is structured around the core marketing document--the Marketing Plan. Whether studying Marketing strategy or Product/Brand Management decisions, students need to be able to make decisions based from sound analysis. This book does not attempt to cover all aspects of the marketing plan; rather it focuses on the analysis pertaining to a product's environment, customers and competitors.

NEW TO THIS EDITION

❖ Up to date content coverage includes:

1.) New continuous running examples integrated throughout the text. Readers have liked this feature in the previous edition as the relevance of the course becomes clearer.

2.) More central and extensive discussion of customer lifetime value and its implications.

CONTENTS

Chapter 1 Overview
Chapter 2 Defining the Competitive Set
Chapter 3 Industry Analysis
Chapter 4 Competitor Analysis
Chapter 5 Customer Analysis
Chapter 6 Market Potential and Sales Forecasting
Chapter 7 Developing Product Strategy

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Internet Marketing

International Edition

INTERNET MARKETING
Building Advantage in a Networked Economy, 2nd Edition

By Rafi Mohammed, Monitor Marketspace Center, Robert J. Fisher, University of Western Ontario, Bernard J. Jaworski, Monitor Marketspace Center and Gordon Paddison, New Line Cinema

2004 / 768 pages
ISBN-13: 978-0-07-253842-7 / MHID: 0-07-253842-2
ISBN-13: 978-0-07-286526-4 / MHID: 0-07-286526-1
(with PowerWeb for e-Commerce) - Out of Print
ISBN-13: 978-0-07-123259-3 / MHID: 0-07-123259-1
[IE with PowerWeb]

http://www.mhhe.com/mohammed04

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Chapter 1: Introduction to Internet Marketing
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Part IV: Building the Customer Interface
Chapter 5: Customer Interface
Part V: The Design of the Marketing Program
Chapter 6: Customer Relationships
Chapter 7: Product
Chapter 8: Pricing
Chapter 9: Communication
Chapter 10: Community
Chapter 11: Distribution
Chapter 12: Branding
Chapter 13: Designing the Marketspace Matrix
Chapter 14: Designing the Marketing Program for Lord of the Rings
Part VI: Leveraging Customer Information Through Technology
Chapter 15: Customer Information Systems: Leveraging Customer Information Through Internet Technology
Part VII: Marketing Program Evaluation
Chapter 16: Customer Metrics

International Edition

INTERNET MARKETING
Readings and Online Resources

By Paul S. Richardson, Loyola University—Chicago

2001 / 368 pages
ISBN-13: 978-0-07-242793-6 / MHID: 0-07-242793-0
(Out of Print)
ISBN-13: 978-0-07-118809-8 / MHID: 0-07-118809-6 [IE]

http://www.mhhe.com/richardson01

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1. Introduction To Internet Marketing.
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4. Shopping Agents & Consumer Behavior.
5. Internet Marketing Communications.
6. Interactivity & Community.
7. Business-to-Business Internet Marketing.
8 . Internet Marketing Research.
9. The Internet & International Marketing.
10. The Internet & Public Policy.
11. The Internet & Information Economics.

International Edition

E-MARKETING STRATEGY

By Chaston

2000
ISBN-13: 978-0-07-709753-0 / MHID: 0-07-709753-X
ISBN-13: 978-0-07-118873-9 / MHID: 0-07-118873-8 [IE]

McGraw-Hill UK Title

http://www.mcgraw-hill.co.uk/textbooks/chaston

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1. Managing in an E-Commerce World
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3. Mapping the E-Market System
4. E-Commerce Competence
5. E-Market Positioning and Competitive Advantage
6. Selecting E-Strategies and Constructing an E-Plan
7. E-Commerce Innovation
8. E-Promotion
9. E-Pricing and Distribution
10. E-Management Systems
11. E-Business and Institutional Markets
12. E-Service Markets

Travel and Tourism

International Edition

VIP
An Introduction to Hospitality

By Dennis L Foster

1992 / 251 pages
ISBN-13: 978-0-02-808769-6 / MHID: 0-02-808769-0
(Out of Print)
ISBN-13: 978-0-07-116252-4 / MHID: 0-07-116252-6 [IE]

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Food and Beverage Operations.
Marketing and Sales.
The Back Office.
AFTER-WORD: The Future of the Hospitality Industry.

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Public Relations

International Edition

PUBLIC RELATIONS FOR THE INFORMATION AGE

By Dan L. Lattimore, University of Memphis, Otis W. Baskin, Pepperdine University, James K. Van Leuven, University of Oregon, Elizabeth L. Toth, Syracuse University and Suzette T. Heimen, University of Missouri—Columbia

2004

ISBN-13: 978-0-07-293531-8 / MHID: 0-07-293531-6

(with Online Learning Center)

ISBN-13: 978-0-07-111355-7 /MHID: 0-07-111355-X

[IE with Student CD] - Out of Print

http://www.mhhe.com/lattimore

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hapter 1. Nature of Public Relations
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Chapter 13. Financial Relations
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Customer Relation Management

NEW

RELATIONSHIP MARKETING

By Tracy Harwood, Anne Broderick and Tony Garry

2008 (February 2008) / 368 pages

ISBN-13: 978-0-07-711422-0 / MHID: 0-07-711422-1

McGraw-Hill UK Title

Structured in three sections, Perspectives, Dimensions and Contexts, the text provides an integrated overview of the key theoretical concepts and models; discussion of current practical applications; review of latest thinking by both academics and practitioners; and, considers how the concepts may be evolving. Lively case studies & examples will be given to illustrate the ideas presented. Each chapter will provide a list of further readings, annotated for accessibility by readers. This text presents theories and shows how they relate to a range of practical contexts which are relatively new, including public sector, arts, professional services and virtual communities, as well as the more traditional domains of B2B and B2C. This will be achieved through clearly structured sections entitled Perspectives, Dimensions and Contexts. A brief review of the aims of each section follows:

❖ Perspectives: This section presents a brief review of the key concepts and theories from different perspectives recognised in the academic literature.

❖ Dimensions: This section considers the different components and processes incorporated within each of the perspectives that have variously important roles and impact. Included within this are social ties and emotional labour, knowledge management, the role of quality and performance indicators, the nature of virtual communities and their role in relational development and management, and, technology.

❖ Contexts: This section provides an in-depth case analysis for a range of different practical contexts (case studies).

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11. Consumer Services – on and off-line
12. Public Sector
13. Arts
14. Conclusions
15. Summary of definitions used
16. Alphabetical list of all references

International Edition

SIMCRM: STUDENT CD AND MANUAL

By Nentl

2004 / 75 pages

ISBN-13: 978-0-07-283967-8 / MHID: 0-07-283967-8

(Playbook for Students with CD) - Out of Print

ISBN-13: 978-0-07-123499-3 / MHID: 0-07-123499-3

[IE - Playbook for Students]

http://mhhe.com/business/marketing/simseries_website

THE SIM SERIES is a set of five CD-based simulation modules (each accompanied by a print manual) that can be packaged separately or as a set with any marketing, sales, or management text and are designed to teach strategic decision making while reinforcing marketing and sales principles. Each module uses today's hottest marketing and financial analytics to underscore the importance of making quality management decisions. All of the modules stress the importance of optimizing short-term revenue gains and long-term profitability (customer lifetime value). Students will understand the challenge of aligning short- term and long-term goals, and recognize when these goals can be in conflict. The most unique selling feature of the modules and the hallmark of the Sim Series is The PhisoTech Story. Each simulation features the continuing saga of PhisoTech, a niche player in the pharmaceutical industry, and its cast of engaging and sometimes eccentric characters. The PhisoTech Story is both

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entertaining and compelling, and is written specifically to enhance the cognitive involvement of students and inspire creative, analytical decision making.on making.

FEATURES

❖ Teaches today's most important marketing and financial analytics to help students make quality, strategic decisions.

❖ An MS Excel Platform. The simulations are built on the familiar MSExcel platform for broad distribution and universal appeal.

❖ Ease of Use. While powered by a complex mathematical engine, the simulation screens are intuitive and easy to navigate. The main focus is on developing analysis and strategy skills for students, not on enhancing their computer skills.

❖ Easy to Grasp. The data used in the simulation is typical order data that has been aggregated into a robust model of analyses. The overall concepts are easy to grasp and the reporting output generated from the simulation is easy to comprehend, but immensely challenging in its strategic implications.

❖ SIMCRM: Student CD and Manual: 0072839678 (Instructor's CD/Annotated Student Manual—0072839090 This simulation is wrapped around Customer Relationship Management (CRM) principles; it teaches students how to leverage database technology in the marketplace. Students learn how to use a database for customized marketing strategies based on a customer's value to the company, and how to design database tables in order to execute different promotional tactics. Predictive modeling, data transformation, and other general database issues will be reviewed. Students learn about the economics of utilizing in-house marketing and sales promotion resources vs. partnering with outside resources such as ad agencies or printing and promotions firms with digital marketing capabilities.

❖ SIMMarketing Research with Student CD/Manual: 0072839686 (Instructor's CD/Annotated Student Manual—0072839112) This simulation covers primary and secondary research methods, experimentation, observation, survey design, etc. It teaches students how to synthesize information to make pricing decisions, design promotional directives, determine customer behavior and attitudes, etc. The practical application of descriptive and inferential statistical methods in a business and marketing setting is reinforced.

❖ SIMMarketing Management with Student CD/Manual: 0072839694 (Instructor's CD/Annotated Student Manual—0072839139) This simulation addresses the array of issues within the marketing discipline. Decisions that are related to market segmentation, market penetration strategies, utilizing a BSG matrix or facsimile, and balancing various aspects of the administration and promotional budgets to achieve marketing objectives are included. Pricing issues and financial analysis are also addressed in the decisions. This simulation prominently features the Customer Relationship Management (CRM) paradigm.

❖ SIMSell with Student CD/Manual:007283999X (Instructor's CD/Annotated Student Manual-0072839082. The first simulation in the SIMSeries, this module teaches students about the importance of understanding a customer's value to the company in allocating time and resources. Using Customer Relationship Management (CRM) and relationship selling principles, SimSell also teaches about the costs to service accounts, as well as the cost and benefit of professional training and development seminars.

❖ SIMSales Management with Student CD/Manual: 0072839368 (Instructor's CD/Annotated Student Manual—0072839082) This simulation teaches students how to manage a sales force using financial analytics such as sales revenue, contribution income and long-term profitability. Some of the questions addressed in this module are how to achieve management goals and objectives while staying within budget, how to design the right combination of benefits and compensation to help the sales force make quota, who to hire, who to fire, and how to use incentives for motivation.

Special Topics In Marketing

International Edition

SPORTS MARKETING

By Sam Fullerton, Eastern Michigan University

2007 (July 2006) / 496 pages
ISBN-13: 978-0-07-312821-4 / MHID: 0-07-312821-X
ISBN-13: 978-0-07-110658-0 / MHID: 0-07-110658-8 [IE]

http://www.mhhe.com/fullerton1e

Sports Marketing presents this field as a new discipline, helping readers gain a stronger understanding of how to apply marketing strategies and tactics within the sports marketing environment. Dr. Fullerton crafted this new text to present the discipline of sports marketing in two broad perspectives. The first part of the text (Chapters 3 – 14) deals with the idea of the marketing of sports products, increasing media audiences, increasing live attendance, the selling of sports-related products, and more. The second part of the text (Chapters 15 – 22) examines using a sports platform as a foundation for the marketing of non-sports products, including examples such as Tiger Woods' endorsement of Tag Heuer watches and Coca-Cola's sponsorship of soccer's World Cup. This is not simply a basic marketing text using sports examples. This new title fills a gap for this newly recognized course area by presenting a strong business perspective through its content. It looks at the economic impact of the industry and identifies an array of career opportunities for students interested in sports marketing. There is comprehensive coverage of how sports are used as a marketing platform and an abundance of real-world national and international examples to support the material.

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International Edition

CONSUMER AND CREDIT MANAGEMENT
11th Edition

By Robert Hartzell Cole, University of Nebraska- Lincoln, and Lon Mishler, Northeast Wisconsin Technical College

1998 / 600 pages
ISBN-13: 978-0-256-18704-5 / MHID: 0-256-18704-5
(Out of Print)
ISBN-13: 978-0-07-122439-0 / MHID: 0-07-122439-4 [IE]

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Chapter 11. Decision Making and Control
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Chapter 13. Financial Capital for Business Operations
Part V-Management and Analysis of Business Credit
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Fashion Merchandising

NEW



CORE CONCEPTS IN FASHION

By Laura Dias, Shoreline Community College

2008 (January 2007) / 320 pages
ISBN-13: 978-0-07-319622-0 / MHID: 0-07-319622-3

http://www.mhhe.com/diasfashion

This book offers a hands-on, fun approach to learning fashion. The content and the style of the book is organized to discuss the three major areas of fashion. The supplemental material is full of projects and in class activities-especially useful for the longer, blocked course. This book is full of pictures and charts for our visual learners.

FEATURES

❖ Perspective-driven Approach. Explores fashion from three viewpoints, “research of fashion, production of fashion and marketing of fashion.”

❖ Industry Examples. Plenty of examples throughout the text from the industry.

❖ Real World Focus. Every chapter shows real world, practical application of concepts discussed in the chapter.

❖ Comprehensive. All necessary Introduction to Fashion material discussed, but does not go into unnecessary detail.

❖ Uncomplicated Format. Written in short digestible “chunks” with many subheadings for ease of reading.

❖ Career Focus. Career information is at the beginning of the text to provide excitement for the new student and retention for the instructor.

❖ Thorough Discussion of Fashion History. Provides a full chapter on fashion history which is tied to societal and political trends of the time.

❖ Spotlight on Globalization. Discusses globalization as a factor in overseas production and sourcing. Provides insight on how industry professionals work with individuals thousands of miles away in production facilities.

❖ Intro to Retail-Buying. Provides a basic introduction to retail buying-perfect for the fashion design student who may not take other business courses, and a perfect introduction to buying for fashion merchandising students.

❖ End-of-Chapter Material. Concepts to know provided at the end of every chapter along with online activities for research and exploration.

❖ Exciting new layout. Colorful, fun layout and design, perfect for visually oriented fashion students!

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Marketing (Professional References)

GLOBAL BRAND INTEGRITY MANAGEMENT

By Richard S Post and Penelope N Post
2008 (September 2007) / 224 pages
ISBN-13: 978-0-07-149444-1 / MHID: 0-07-149444-8
A Professional Reference Title

Does your management strategy protect your brand? Who will be the new global business leaders? Those who understand that managing brand and product integrity is crucial to long-term market and financial success. Global Brand Integrity Management presents a blueprint for protecting the core revenue-related assets of your company-brand, product, and information-in the global marketplace. Authors Richard Post and Penelope Post explain why and how to implement a brand/product integrity program, translating security practice into management principles that lower risk, ensure authenticity of products, enhance brand awareness and loyalty, and, ultimately, increase profitability and shareholder value. Among the tools for developing and maintaining your program:

- ❖ Questions CEOs should ask their executives about product integrity
- ❖ Methods for capturing the attention of employees and measuring their performance
- ❖ Risk profiles for key assets developed at each stage of a product's life cycle
- ❖ Best practices for cost-effective, day-to-day management of a brand or product
- ❖ International case studies that illustrate specific problems and the implementation measures taken to protect the brand or product

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1. Brand integrity is more than legal protection
2. If product is valuable, someone will try to take your profits
3. If you don't protect your products, nobody will do it for you
4. If you wait until your products are attacked, you will lose
5. Protect your products and the "bad guys" will attack your competition
6. Your own products are often your largest competition
7. Monitor the marketplace to lower risk and increase profits
8. Brand integrity is a basic management tool
9. How to design and manage a brand integrity program
10. Questions that should be asked to determine brand integrity metrics

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THE FUTURE OF MARKETING

By Strategy & Business

2008 (January 2008) / 192 pages
ISBN-13: 978-0-07-150828-5 / MHID: 0-07-150828-7

A Professional Reference Title

McGraw-Hill teams up with Strategy + Business magazine and Booz Allen Hamilton to create today's hottest guides for tomorrow's highest profits. It's not enough to stay on top of the latest trends. Successful companies need to think big, think smart, think fast, and think ahead-to cash in on the future. That's why McGraw-Hill asked two of today's top thought-makers on business strategy to create The Future of Business series. Boldly conceived, brilliantly written, and beautifully packaged, each subject-specific guide combines the up-to-the-minute research of Strategy + Business magazine with the global consulting expertise of Booz Allen Hamilton. You'll find all the latest, greatest success strategies at their fingertips, from actual case studies, industry secrets, and late-breaking stats to essential lists of tips, techniques, and takeaways. Whether the subject is marketing, production, sales, or mergers and acquisitions, the future is here-and profitable-in these future bestsellers. For years, media professionals chased consumers, jacked into personal networks, and sifted through splintered audiences. Now ad and marketing success is driven by those who can reintegrate splintered audiences and map their interests. These philosopher gurus are reshaping how we should reach highly charged minds. Their secrets are in this book.

MARKETING POWER PLAYS

By Businessweek

2007 (December 2006) / 224 pages
ISBN-13: 978-0-07-147558-7 / MHID: 0-07-147558-3

A Professional Reference Title

http://www.businessweek.com/powerplays

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Introduction by Stephen J. Adler, Editor-In-Chief, Businessweek
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2) James Owens: Caterpillar Sinks Its Claws into Services
3) Steven Freiberg: Thinking Locally at Citigroup
4) Paul Otellini: Inside Intel
5) Hans Straberg: Electrolux Cleans Up
6) The Albrecht Brothers: Aldi and Trader Joe's Challenge to Wal-Mart
7) Anne Livermore: Hewlett-Packard's Ultimate Team Player
8) Harlan Weisman: Reinventing How Johnson & Johnson Invents
9) Judy McGrath: Keeping MTV Cool
10) Ingvar Kamprad: How IKEA Became a Global Cult Brand
11) Jeff Immelt: Demanding More Risk and Innovation From GE
12) Marissa Mayer: Managing Google's Idea Factory
13) Steve Jobs: Apple's Visionary Is Shaking Up Disney
14) Jim McNerney: 3M's Rising Star Revs Up Innovation
15) Russell Simmons: From Hip-Hop to Mainstream
Trends: Reaching an Audience of One
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Advertising & Promotion (Professional References)

THE SAY IT WITH CHARTS COMPLETE TOOLKIT

By Gene Zelazny

2007 (November 2006) / 312 pages
ISBN-13: 978-0-07-147470-2 / MHID: 0-07-147470-6

A Professional Reference Title

The Complete Do-It-Yourself Kit for Creating Powerful, Interactive Presentations. Master presenter Gene Zelazny has shown thousands of professionals around the world how to design and deliver successful presentations. Now, he combines his bestselling Say It With Charts with his Say It With Charts Workbook into one comprehensive volume-complete with an all-new CD that lets you download and implement Zelazny's potent PowerPoint charts, graphs, and visuals! This first-of-its-kind Toolkit reveals time-tested tips for putting your message in visual form and translating data into eye-catching, persuasive charts and multimedia presentations. Zelazny offers step-by-step advice on selecting and preparing the right charts, emphasizing key points, and encouraging your audience become active participants. He also shows you how to use today's digital technologies to create easy-to-follow, attention-grabbing visuals. Nowhere else will you find such comprehensive, authoritative information on:

- The different types of charts for any presentation
- Audience-tested techniques for communicating information
- Hands-on recommendations for lettering size, color, appropriate chart types, and more
- Techniques for dramatic eVisuals using animation, scanned images, sound video, and links to pertinent websites
- Tactics for customizing graphics to specific audiences

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Selling (Professional References)

SECRETS OF SUPERSTAR SALES PROS

By Gerhard Gschwandtner, Selling Power

2007 (November 2006) / 224 pages

ISBN-13: 978-0-07-147589-1 / MHID: 0-07-147589-3

A Professional Reference Title

Top salespeople aren't born, they're made-but how? By examining the successful careers, philosophies, and work habits of some of the world's most brilliant achievers, Secrets of Superstar Sales Pros reveals hundreds of practical ideas that can make you a superachiever-in your own right. Here are just a few of the people and ideas you'll be hearing about:

- Dale Carnegie on how selling with a personal touch can help you sell yourself and win people over
- Lillian Vernon on making buyers feel special, working your way up, and taking chances
- Larry King on making mistakes, learning from your errors, and treating prospects with courtesy and respect
- Zig Ziglar on how a positive attitude can change your life Mary Kay Ash on the role of self-fulfillment
- Tony Schwartz on how to make the "deep sell"
- Gerard Nierenberg on why negotiation is really about finding win-win solutions

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Part 2: Face-to-Face: Interviews with the Masters

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THE ART OF NONVERBAL SELLING
Let Your Customers' Unspoken Signals Lead you to the Close

By Gerhard Gschwandtner, Selling Power

2007 (September 2006) / 220 pages

ISBN-13: 978-0-07-147862-5 / MHID: 0-07-147862-0

(with DVD)

A Professional Reference Title

SELLING POWER AND MCGRAW-HILL-PARTNERS IN SALES SUCCESS. The two leaders in sales publishing team up to bring you an unprecedented library of advice, techniques, and wisdom from the top minds in sales. Sales pros always talk about their "pitch," the words and phrases they use to nail down a deal. But the most successful sales pros understand the secrets revealed in this book-the nonverbal messages that clients send. Here are clear instructions-and a DVD of nonverbal sales skills in action-that help you to interpret facial expressions, gestures, eye shifts, and many other signals-and then use them to the sales person's advantage.

- More than 100 photos illustrate how to use nonverbal signals to make a sale
- Provides proven responses that reassure the hesitant buyer
- Explains ways to make the sales rep's body language communicate "buy" messages

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Part II: Using Nonverbal Selling Power During Every Phase for the Sale

1. Preparation
2. Opening
3. Needs Analysis
4. Presentation
5. Objections
6. Closing
7. Conclusion

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Customer Relation Management (Professional References)

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By Kaj Storbacka, CEO of CRM Group Ltd and Jarmo L Lehtinen, University of Tampere

2002 / 176 pages
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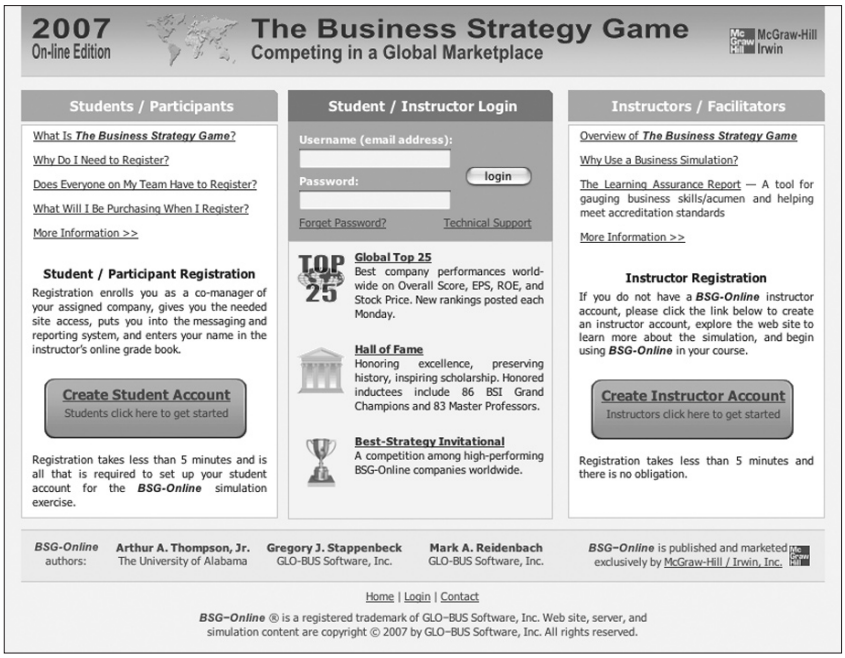
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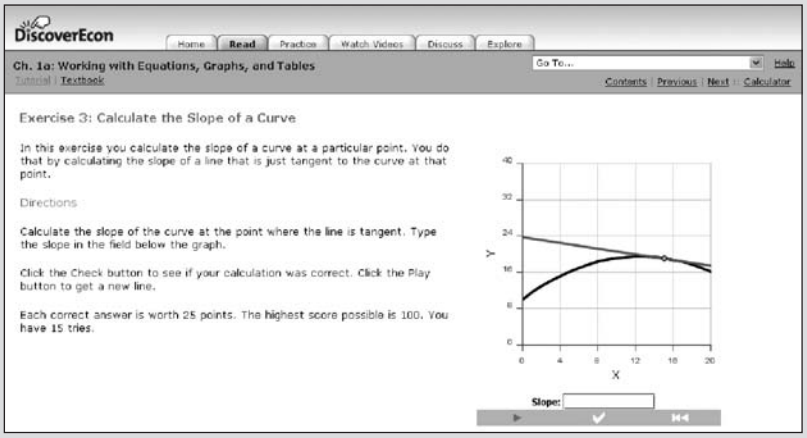
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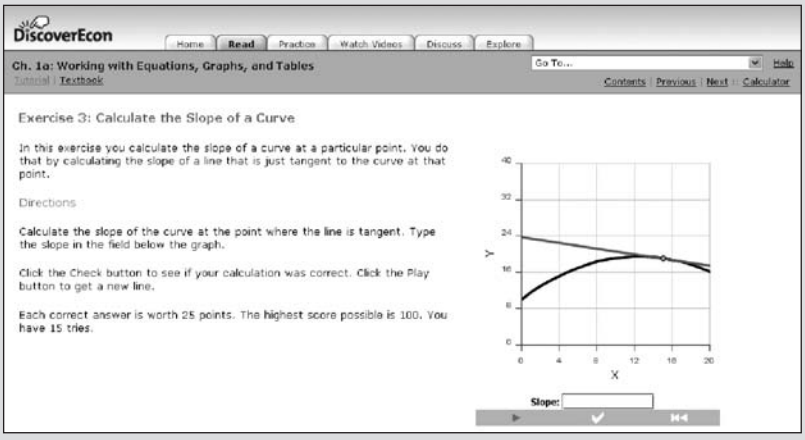
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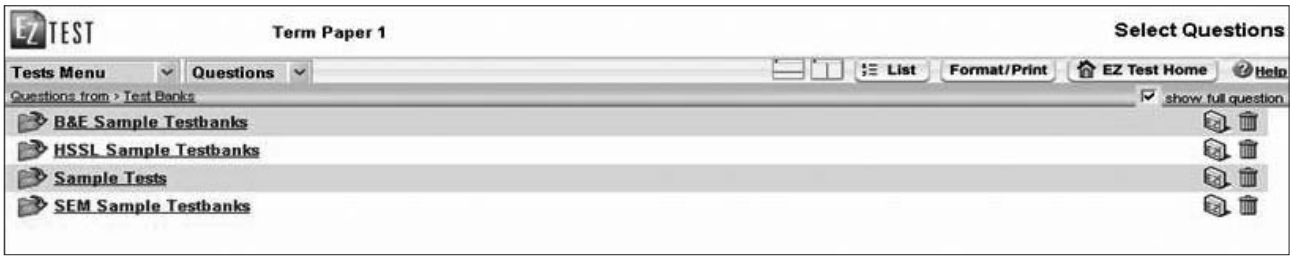
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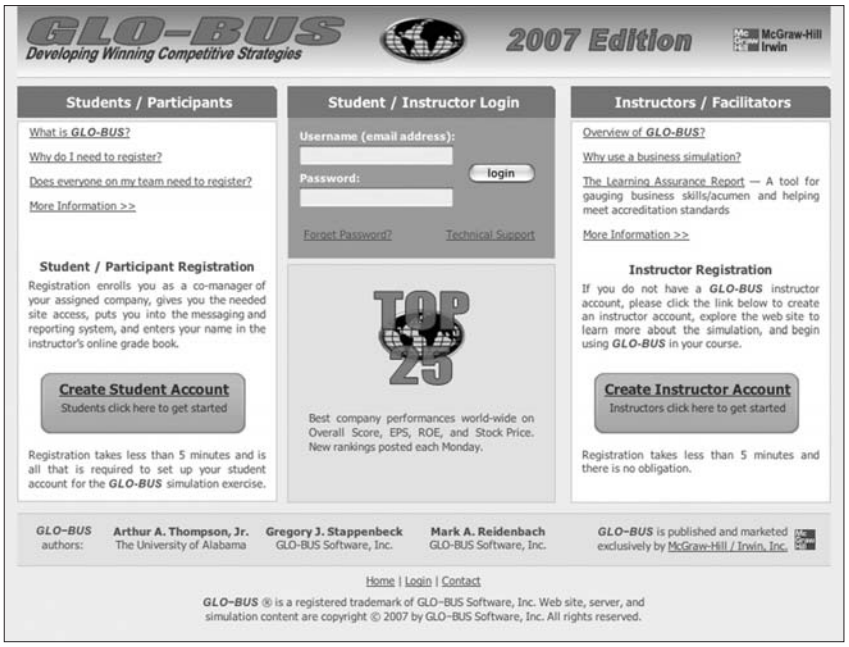
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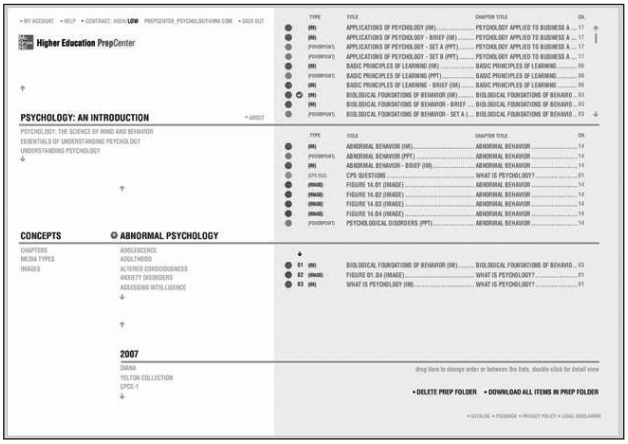
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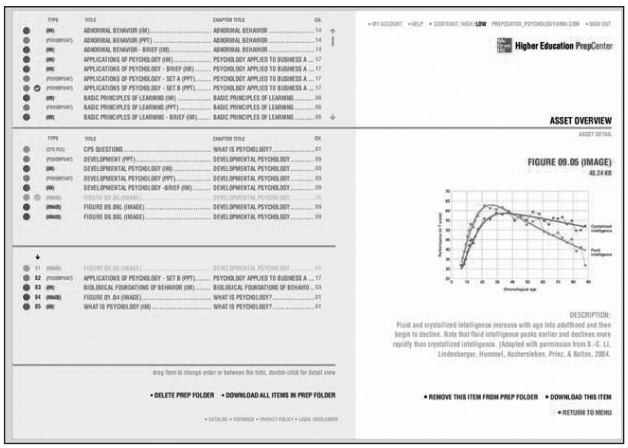
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