McGraw-Hill Higher Education empowers instructors to help students succeed academically now and into the future by providing flexible, superior-quality solutions that serve the needs of instructors and students end to end - from textbooks and digital instructional content and tools to innovate subject mastery, experiential learning and assignment/assessment solutions.

- **Connect.** We connect instructors and students to valuable course content and resources - and we connect instructors and students to each other - with the best traditional and digital teaching tools.
- **Learn.** We enable greater learning and deeper comprehension with the highest-quality tools and content that let students engage with their coursework when, where and however they learn best.
- **Succeed.** We provide the learning resources students need to connect success in the classroom with success in the world that awaits.

Preparing Students for the World That Awaits
Welcome to McGraw-Hill’s 2012 Management & Marketing Catalog. Inside this catalog, you will find a wide selection of McGraw-Hill latest academic publications. Apart from those published from the US, we have also included publications from Asia as well as from our subsidiaries in Australia, India and United Kingdom. For the benefit of students, widely adopted textbooks are made available as low-priced McGraw-Hill International Editions (see titles in this catalog tagged with “International Edition”).

**REVIEW COPY REQUEST**

Teaching professionals who wish to consider McGraw-Hill titles for textbook adoption may request for a review copy. To request for a review copy:

- contact your local McGraw-Hill Representatives or,
- fax the Review Copy Request Form found in this catalog or,
- e-mail to mghasia_sg@mcgraw-hill.com or,
- submit online at www.mheducation.asia

*(Note: All requests for review copies are subject to approval. McGraw-Hill reserves the right to refuse any requests that do not relate to teaching).*

**HOW TO ORDER**

McGraw-Hill books and International Editions are easily available through your local bookstores. In case of difficulty in purchasing our publications, please contact the local McGraw-Hill office (see inside back cover) or send your orders to:

**McGraw-Hill Education (Asia)**
60 Tuas Basin Link
Singapore 638775
Tel: (65) 6863 1580
Tel: (65) 6868 8188 (Customer Service Hotline)
Fax: (65) 6862 3354
Email: mghasia_sg@mcgraw-hill.com

**A NOTE TO LIBRARIANS**

Please place your orders through your regular local Library Supplier/Contractor. For further assistance, kindly contact your local McGraw-Hill Education (Asia) representative.

**INVITATION TO PUBLISH**

McGraw-Hill is continuously sourcing for quality manuscript for the academic and professional markets in Asia for inclusion in our global publishing program. Please contact your local McGraw-Hill office or email us directly in Singapore at asiapub@mcgraw-hill.com if you are planning to write a book.

**MAILING LIST**

If you wish to receive up-to-date information on McGraw-Hill’s new publications regularly, please submit your particulars on the mailing list form (see back pages) and return to us by fax or mail.
## CONTENTS

### Business Communication
- Business Communications - Supplements .................. 12
- Business English ......................................................... 9
- Business Writing ......................................................... 10
- Grammar ......................................................................... 10
- International Business Communication .................. 8
- Interpersonal Skills ......................................................... 12
- Introduction to Business Communication ........... 3
- Leadership Communication ........................................... 9
- Managerial Communication ......................................... 7

### Business Law
- Business Law ................................................................. 15
- Employment Law ............................................................... 26
- International Business Law ........................................ 26
- Legal Environment of Business ................................. 21

### Management
- Business and Society .................................................... 80
- Business Environment .................................................. 112
- Business Ethics ............................................................... 81
- Business in Asia ............................................................. 75
- Business Policy & Strategic Management - Software ..... 111
- Business Policy & Strategic Management - Textbooks .... 99
- Change ........................................................................ 87
- Compensation ................................................................. 85
- Entrepreneurship ............................................................... 95
- Entrepreneurship - Supplements ...................................... 99
- Human Relations ............................................................... 51
- Human Resource Management - Textbooks .............. 53
- Human Resource Strategy ............................................... 63
- International Business - Supplements ...................... 74
- International Business - Textbooks ......................... 71
- International Human Resource Management .......... 69
- International Management ........................................... 76
- Labor Relations & Collective Bargaining ................ 67
- Leadership ................................................................. 88
- Management & Organizational Behavior Combination .. 49
- Management Skills ......................................................... 52
- Negotiation ................................................................. 92
- Organizational Behavior - Supplements ................... 49
- Organizational Behavior - Textbooks ....................... 40
- Organization Development ......................................... 86
- Principles of Management - Readings / Supplements .. 38
- Principles of Management - Textbooks .................. 31
- Small Business Management ........................................ 94
- Staffing ................................................................. 64
- Supervision ................................................................. 39
- Technology & Innovation ............................................. 113
- Training and Development ........................................... 66

### Business Administration
- Introduction to Business - Textbooks ....................... 117

### Keyboarding & Office Technology
- Customer Service ....................................................... 132
- Keyboarding ................................................................. 123
- Keyboarding Advanced .............................................. 129
- Keyboarding / Skillbuilding ........................................ 127
- Office Management ..................................................... 133
CONTENTS

Marketing

Advertising & Promotion / IMC ........................................ 154
Advertising Supplements ............................................. 158
Brand Marketing .......................................................... 172
Business to Business ...................................................... 161
Consumer Behavior ....................................................... 147
Customer Relation Management .................................... 175
Cyberpreneurship .......................................................... 176
E-Commerce Cases Book .............................................. 177
International Marketing ................................................ 167
Internet Marketing ....................................................... 172
Introduction to E-Commerce ......................................... 176
Introductory Marketing - Supplement .............................. 144
Marketing Management - Text ....................................... 149
Marketing Management - Text & Cases ......................... 152
Marketing Planning ....................................................... 172
Marketing Principles ..................................................... 137
Marketing Research ..................................................... 145
Marketing - Software .................................................... 145
New Product Management ............................................ 163
Product Design ............................................................. 164
Product Management .................................................... 163
Public Relations ........................................................... 174
Retail Management ....................................................... 164
Risk Management ........................................................ 176
Sales Management ....................................................... 160
Selling ................................................................. 158
Services Marketing ....................................................... 170
Special Topics in Marketing .......................................... 175
Strategic Marketing - Cases .......................................... 153
Strategic Marketing - Text ............................................. 152
Strategic Marketing - Text & Cases ................................. 153
Technology / Infrastructure ......................................... 176
Travel and Tourism ...................................................... 173

Indexes

Author Index .................................................................. 188
Title Index ..................................................................... 179
Productivity | Efficiency | Simplicity

An unrivaled, total course solution—McGraw-Hill and Blackboard have partnered to deliver content and tools directly inside your learning management system.*

Manage your course content, assignments, and assessments...all from within your existing Blackboard® environment.

**Pair Your Course**
Just pair your Connect course with your Blackboard course to create a seamless experience for you and your students.

**Deploy Assignments**
Once paired, you can import all your Connect assignments with a couple of clicks, and you can also build new Connect assignments—right from within your Blackboard system.

**Single Sign On with a Single Integrated Gradebook**
Students access all of their assignments right within the Blackboard platform without ever logging on to another site, and their grades are automatically recorded in the Blackboard gradebook.

* Compatible with Blackboard Learn™, Releases 9.1, 9.0 and 8.0

Visit DoMoreNow.com
McGraw-Hill Connect® and McGraw-Hill Create™ are now fully integrated into the Blackboard Learn platform.

Enjoy simplified access to the highest quality, media-rich content and adaptive learning and assessment engines for faculty, students and institutions.

**Key Features**

- **Single Sign-On**
  A single login and single environment provide seamless access to all course resources – all McGraw-Hill’s resources are available within the Blackboard Learn platform.

- **One Gradebook**
  Automatic grade synchronization with Blackboard gradebook. All grades for McGraw-Hill assignments are recorded in the Blackboard gradebook automatically.

- **100% FERPA compliant solution protects student privacy.**

- **Deep Integration**
  One click access to a wealth of McGraw-Hill content and tools – all from within Blackboard Learn™.

**A Total Course Solution**

This unprecedented integration of publisher-provided content and tools into a learning management system offers the enhanced experience of all course resources in a single online environment.

**Locally Hosted**

All hosted within your institution’s Blackboard instance, students now have the means to better connect with their coursework, instructors, and the important concepts that they will need to master for success now and in the future.

Visit DoMoreNow.com
What is Connect?
McGraw-Hill Connect™ is an online assignment and assessment solution that connects your students with the tools and resources they’ll need to achieve success.

With Connect, enjoy simple course management so you can spend less time administering and more time teaching. You'll have access to rich course resources and tools that drive performance like never before.

Connect Features:
McGraw-Hill Connect offers a number of powerful tools and features to make managing assignments easier, so you can spend more time teaching. With Connect, students can engage with their coursework anytime and anywhere, making the learning process more accessible and efficient.

- **Simple assignment management**
  With Connect, creating assignments is easier than ever, so you can spend more time teaching and less time managing.

- **Smart grading**
  When it comes to studying, time is precious. Connect helps students learn more efficiently by providing feedback and practice material when they need it, where they need it.

- **Personalized Diagnostic and Learning Plan – LearnSmart**
  Personal learning Plan assess students understanding of key concepts with diagnostics and adaptive questions; then tailor coaching and practice materials to each student’s skills and knowledge gaps.

- **ConnectPlus eBooks**
  Connect reinvents the textbook learning experience for the modern student. Every Connect subject area is seamlessly integrated with ConnectPlus eBooks, which are designed to keep students focused on the concepts key to their success.

To learn more about Connect, go to [www.mcgraw-hillconnect.com](http://www.mcgraw-hillconnect.com) or contact your local representative.
Bright futures begin with a smarter way to learn.

LearnSmart is an adaptive learning system designed to help students learn faster, study more efficiently, and retain more knowledge for greater success.

Measure.
Assess and monitor students’ knowledge levels.

Adapt.
Provide interactive assessments based on strengths & weaknesses.

Empower.
Map out a personalized plan for successful learning.

LearnSmart has helped engage the learner in a way I didn’t think was possible. It has also helped me to be a more reflective teacher and pinpoint class issue with a topic.

~Professor Frank Wray, University of Cincinnati

LearnSmart has helped engage the learner in a way I didn’t think was possible. It has also helped me to be a more reflective teacher and pinpoint class issue with a topic.

~Professor Frank Wray, University of Cincinnati

Study Anytime and Anyplace.
Students may supplement their online study with the LearnSmart mobile app available for the iPhone, iPod Touch, and iPad.

www.mhhe.com/learnsmart
Improve student retention, satisfaction and recruitment through greater academic achievement

Tegrity Campus is a fully automated lecture capture solution used in traditional, hybrid and online courses to record lectures as well as supplementary course content. Its personalized learning features make study time incredibly efficient and its ability to affordably scale brings this benefit to every student on campus.

- View from anywhere, anytime, on just about any device.
- Search for any word presented in class
- Stream recordings directly to your mobile device with the Tegrity Mobile App.
- PowerNotes™ takes note taking to the next level
- Contextual Social Learning with Tegrity Connect™
- Download a podcast or MP3 version of the recording

Visit www.tegrity.com
**Practice Marketing** is an online, interactive learning environment that simulates the full marketing mix including market segmentation, product, pricing, promotion, and place.

Using knowledge built in the Principles of Marketing course, students become a marketing manager in a company entering the backpack market. By making decisions and seeing the results, players get feedback on their actions, and **learn by doing**. Players then review and can amend their decisions to react to their competitors’ decisions. **Powerful assessment, reporting, and debriefing tools** complement this educational process.
BSG and GLO-BUS are Fun, Easy, and Effective

BSG and GLO-BUS are two strategy simulations giving students a competitive advantage.

Used by more than 600 schools around the world and played by more than 450,000 students, BSG and GLO-BUS are well accepted strategy simulations used by numerous educational institutions worldwide.

Incorporating a strategy simulation like BSG or GLO-BUS in a course is an effective and powerful way for students to learn how to apply and use core concepts covered in the text chapters. Professors who teach strategy courses are finding that simulations are every bit as effective as case analysis in providing students a means of applying what they have read about in the text chapters.

The Business Strategy Game (BSG) is McGraw-Hill/Irwin’s online strategy simulation modeled around athletic footwear industry.

GLO-BUS is McGraw-Hill/Irwin's online strategy simulation modeled around digital camera industry.

Take a Virtual Tour and Demo NOW! Visit http://www.mhhe.com/irwin/BSG_Glo-Bus/
Are you looking for a way to get your students actively involved in real-world investing?

Give your students a practical application that will last them a lifetime by subscribing to

**STOCK-TRAK**  
Portfolio Simulations

**STOCK-TRAK** is the most comprehensive online trading simulation featuring stocks, bonds, mutual funds, options, futures, spots, future options, and international stocks, created specifically for classroom use. **STOCK-TRAK** is used by over 1,100 professors and 60,000 students worldwide each year.

Students receive $500,000 of hypothetical money in a **STOCK-TRAK** brokerage account, a toll-free number for web page support and customer service, and 24/7 access to their accounts. **No other simulation can offer all of these features!**

Instructors customize **STOCK-TRAK** to fit their class by choosing the starting and ending date of their trading period, initial cash balance, and diversification requirements. Instructors also have **24/7 access** to their students’ ranking and account detail so they can see exactly what their students are doing, and they receive weekly reports of class performance.

**STOCK-TRAK** can be used as homework, end-of-course project, class contest, extra credit, or just as a discussion starter in class.

There is a separate cost for using **STOCK-TRAK** with this text. Contact your local representatives for more information on prices for subscribing to a semester of **STOCK-TRAK**. Check out the website at [www.stocktrak.com](http://www.stocktrak.com) for a demo of the product and more ideas on how to use this simulation in class.
Imagine being able to create and access your test anywhere, at any time without installing the testing software. Now, with the newest release of EZ Test Online, instructors can select questions from multiple McGraw-Hill test banks, author their own and then either print the test for paper distribution or give it online.

Features and Functions

- Test Creation
- Online Test Management
- Online Scoring and Reporting

EZ Test is designed to make it simple for you to select questions from McGraw-Hill test banks. You can use a single McGraw-Hill test bank, or easily choose questions from multiple McGraw-Hill test banks.

- EZ Test supports the use of following question types:
  - True or False
  - Fill In the Blank
  - Yes or No
  - Numeric Response
  - Multiple Choice
  - Matching
  - Essay
  - Short Answer
  - Check All That Apply
  - Ranking

- Uses variables to create algorithmic questions for any question type.
- You can create multiple versions of the same test.
- You can scramble questions to create different versions of your test.
- Automated scoring for most of EZ test’s numerous questions types.

How do you get it?

To learn if it is available with your book, contact your local McGraw-Hill Education Representatives or email mghasia_sg@McGraw-Hill.com.
## BUSINESS COMMUNICATION

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Administrative Communication, 10e</td>
<td>Locker</td>
<td>9780073403182</td>
<td>3</td>
</tr>
</tbody>
</table>

## BUSINESS COMMUNICATION

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpersonal Skills in Organizations, 4e</td>
<td>De Janasz</td>
<td>9780078112560</td>
<td>12</td>
</tr>
<tr>
<td>M: Business Communication, 2e</td>
<td>Flatley</td>
<td>9780073403168</td>
<td>3</td>
</tr>
</tbody>
</table>

## BUSINESS LAW

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic Business Law: The Essentials, 2e</td>
<td>Kubasek</td>
<td>9780073524979</td>
<td>15</td>
</tr>
<tr>
<td>Business Law, 15e</td>
<td>Mallor</td>
<td>9780073524986</td>
<td>16</td>
</tr>
<tr>
<td>The Legal and Regulatory Environment of Business, 16e</td>
<td>Reed</td>
<td>9780073524993</td>
<td>21</td>
</tr>
</tbody>
</table>

## BUSINESS LAW

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law for Business, 11e</td>
<td>Barnes</td>
<td>9780073377711</td>
<td>17</td>
</tr>
<tr>
<td>Employment Law for Business, 7e</td>
<td>Bennett-Alexander</td>
<td>9780073524962</td>
<td>26</td>
</tr>
<tr>
<td>The Legal, Ethical, and Regulatory Environment of Business in a Diverse Society</td>
<td>Bennett-Alexander</td>
<td>9780073524924</td>
<td>23</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views on Legal Issues, 15e</td>
<td>Katsh</td>
<td>9780078050282</td>
<td>20</td>
</tr>
<tr>
<td>Dynamic Business Law, 2e</td>
<td>Kubasek</td>
<td>9780073377674</td>
<td>18</td>
</tr>
<tr>
<td>Law, Business and Society, 10e</td>
<td>McAdams</td>
<td>9780073525006</td>
<td>24</td>
</tr>
</tbody>
</table>
# MANAGEMENT

## 2013

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Organizational Behavior: What Great Managers Know and Do, 2e</td>
<td>Baldwin</td>
<td>9780073530406</td>
<td>52</td>
</tr>
<tr>
<td>International Business, 13e</td>
<td>Ball</td>
<td>9780078112638</td>
<td>71</td>
</tr>
<tr>
<td>Management: Leading and Collaborating in the Competitive World, 10e</td>
<td>Bateman</td>
<td>9780078029332</td>
<td>31</td>
</tr>
<tr>
<td>Human Resource Management, 6e</td>
<td>Bernardin</td>
<td>9780078029165</td>
<td>53</td>
</tr>
<tr>
<td>Managing Human Resources, 9e</td>
<td>Cascio</td>
<td>9780078029172</td>
<td>53</td>
</tr>
<tr>
<td>Organizational Behavior: Improving Performance and Commitment in the Workplace, 3e</td>
<td>Colquitt</td>
<td>9780078029356</td>
<td>40</td>
</tr>
<tr>
<td>Essentials of Strategic Management: The Quest for Competitive Advantage, 3e</td>
<td>Gamble</td>
<td>9780078029288</td>
<td>99</td>
</tr>
<tr>
<td>International Business, 9e</td>
<td>Hill</td>
<td>9780078029240</td>
<td>71</td>
</tr>
<tr>
<td>Human Resource Management, 12e</td>
<td>Ivancevich</td>
<td>9780078029127</td>
<td>53</td>
</tr>
<tr>
<td>Essentials of Contemporary Management, 5e</td>
<td>Jones</td>
<td>9780078029349</td>
<td>31</td>
</tr>
<tr>
<td>Organizational Behavior, 10e</td>
<td>Kreitner</td>
<td>9780078029363</td>
<td>40</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 12/13, 21e</td>
<td>Maimdiet</td>
<td>9780073528717</td>
<td>61</td>
</tr>
<tr>
<td>Manager’s Hot Seat Online Access Card, 2e</td>
<td>McGraw-Hill/Inwin</td>
<td>9780073312125</td>
<td>61</td>
</tr>
<tr>
<td>Organizational Behavior, 6e</td>
<td>McShane</td>
<td>9780078112645</td>
<td>41</td>
</tr>
<tr>
<td>Supervision: Managing for Results, 10e</td>
<td>Newstrom</td>
<td>9780078023170</td>
<td>39</td>
</tr>
<tr>
<td>Human Resource Management, 8e</td>
<td>Noe</td>
<td>9780078029257</td>
<td>53</td>
</tr>
<tr>
<td>Strategic Management, 13e</td>
<td>Pearce</td>
<td>9780078029295</td>
<td>99</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views in Human Resource Management, 2e</td>
<td>Rao</td>
<td>9780073527369</td>
<td>61</td>
</tr>
<tr>
<td>Annual Editions: Business Ethics 12/13, 24e</td>
<td>Richardson</td>
<td>978007352724</td>
<td>85</td>
</tr>
<tr>
<td>Strategic Management: Concept</td>
<td>Rothenmer</td>
<td>9780077324452</td>
<td>100</td>
</tr>
<tr>
<td>Strategic Management: Concepts and Cases</td>
<td>Rothenmer</td>
<td>9780078112737</td>
<td>101</td>
</tr>
<tr>
<td>Business Management for the Personal Fitness Trainer</td>
<td>Ware</td>
<td>9780073377087</td>
<td>94</td>
</tr>
</tbody>
</table>

## 2012

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspirational Leadership: Skills and Tools to Create an Entrepreneurial Workforce [Asian Prof]</td>
<td>Aubrey</td>
<td>9780071327732</td>
<td>90</td>
</tr>
<tr>
<td>Employment Skills: An Introduction, 3e [UK CIPD]</td>
<td>Daniels</td>
<td>9781843983040</td>
<td>53</td>
</tr>
<tr>
<td>Entrepreneurship and Small Firm, 6e [UK]</td>
<td>Deakins</td>
<td>978007136451</td>
<td>95</td>
</tr>
<tr>
<td>Interpersonal Skills in Organizations, 4e</td>
<td>De Janasz</td>
<td>9780078112560</td>
<td>52</td>
</tr>
<tr>
<td>Strategic Management: Creating Competitive Advantages, 6e</td>
<td>Dess</td>
<td>9780077439569</td>
<td>103</td>
</tr>
<tr>
<td>Strategic Management: Text and Cases, 6e</td>
<td>Dess</td>
<td>9780078029318</td>
<td>104</td>
</tr>
<tr>
<td>Labor Relations, 11e</td>
<td>Fossum</td>
<td>9780078029158</td>
<td>67</td>
</tr>
<tr>
<td>People and Organizational Development [UK CIPD]</td>
<td>Francis</td>
<td>9781843982692</td>
<td>54</td>
</tr>
<tr>
<td>M: International Business</td>
<td>Geringer</td>
<td>9780078029370</td>
<td>76</td>
</tr>
<tr>
<td>Business Ethics Now, 3e</td>
<td>Ghillyer</td>
<td>9780073524696</td>
<td>81</td>
</tr>
</tbody>
</table>
## MANAGEMENT

### 2012

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management Now, 2e</td>
<td>Ghillyer</td>
<td>9780073377292</td>
<td>31</td>
</tr>
<tr>
<td>Organizations: Behavior, Structure, Processes, 14e</td>
<td>Gibson</td>
<td>9780078112669</td>
<td>41</td>
</tr>
<tr>
<td>Staffing Organizations, 7e</td>
<td>Heneman III</td>
<td>9780078112683</td>
<td>64</td>
</tr>
<tr>
<td>Leadership: Enhancing the Lessons of Experience, 7e</td>
<td>Hughes</td>
<td>9780078112652</td>
<td>88</td>
</tr>
<tr>
<td>Organizational Behavior: Key Concepts, Skills &amp; Best Practices, 5e</td>
<td>Kinicki</td>
<td>9780078137204</td>
<td>42</td>
</tr>
<tr>
<td>International Management: Culture, Strategy and Behavior, 8e</td>
<td>Luthans</td>
<td>9780078112577</td>
<td>77</td>
</tr>
<tr>
<td>Human Resource Management at Work, 5e [UK CIPD]</td>
<td>Marchington</td>
<td>9781843982678</td>
<td>54</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 11/12, 20e</td>
<td>Maidment</td>
<td>9780073528670</td>
<td>61</td>
</tr>
<tr>
<td>Annual Editions: Management, 16e</td>
<td>Maidment</td>
<td>9780073528632</td>
<td>38</td>
</tr>
<tr>
<td>The Art of Leadership, 4e</td>
<td>Manning</td>
<td>9780076029080</td>
<td>89</td>
</tr>
<tr>
<td>Brainfruit [Asian Prof]</td>
<td>Mason</td>
<td>9780071324953</td>
<td>98</td>
</tr>
<tr>
<td>M: Organizational Behavior</td>
<td>McShane</td>
<td>9780070809417</td>
<td>43</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views in Business Ethics and Society, 12e</td>
<td>Newton</td>
<td>9780073527352</td>
<td>85</td>
</tr>
<tr>
<td>Annual Editions: Business Ethics 11/12, 23e</td>
<td>Richardson</td>
<td>9780073528656</td>
<td>85</td>
</tr>
<tr>
<td>New Venture Creation: Entrepreneurship for the 21st Century, 9e</td>
<td>Spinelli</td>
<td>9780078029103</td>
<td>96</td>
</tr>
<tr>
<td>Business, Government and Society: A Managerial Perspective, 13e</td>
<td>Steiner</td>
<td>9780078112676</td>
<td>80</td>
</tr>
<tr>
<td>Crafting &amp; Executing Strategy: The Quest for the Competitive Advantage</td>
<td>Thompson</td>
<td>9780078112720</td>
<td>106</td>
</tr>
<tr>
<td>Concepts and Cases, 18e</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crafting &amp; Executing Strategy: Text and Readings, 18e</td>
<td>Thompson</td>
<td>9780077325176</td>
<td>107</td>
</tr>
</tbody>
</table>

### 2011

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malaysian Industrial Relations and Employment, 7e [Asian]</td>
<td>Aminuddin</td>
<td>9789675771262</td>
<td>67</td>
</tr>
<tr>
<td>Transnational Management: Text and Cases, 6e [Asian Adaptation]</td>
<td>Bartlett</td>
<td>9780078137112</td>
<td>78</td>
</tr>
<tr>
<td>Employment Relations: Theory &amp; Practice, 2e [Aust]</td>
<td>Bray</td>
<td>9780070287266</td>
<td>67</td>
</tr>
<tr>
<td>International Human Resource Management, 3e [UK CIPD]</td>
<td>Brewster</td>
<td>9781843982661</td>
<td>69</td>
</tr>
<tr>
<td>Organizational Behavior, 4e [UK]</td>
<td>Buelens</td>
<td>9780077129989</td>
<td>43</td>
</tr>
<tr>
<td>Introduction to Organizational Behavior [UK CIPD]</td>
<td>Butler</td>
<td>9781843982470</td>
<td>55</td>
</tr>
<tr>
<td>Ethics and Social Responsibility: Asian and Western Perspectives, 2e [Asian]</td>
<td>Chan</td>
<td>9780071088398</td>
<td>82</td>
</tr>
<tr>
<td>Winning Corporate Reputation Strategies: Lessons from Asia Pacific [Asian Prof]</td>
<td>Chong</td>
<td>9780071327039</td>
<td>75</td>
</tr>
<tr>
<td>Understanding Employment Relations, 2e [UK]</td>
<td>Dundon</td>
<td>9780077127411</td>
<td>68</td>
</tr>
<tr>
<td>Business Ethics and Corporate Governance [India]</td>
<td>Ghosh</td>
<td>9780071333320</td>
<td>83</td>
</tr>
<tr>
<td>Fundamentals of Management [Asian]</td>
<td>Kant</td>
<td>9780071313630</td>
<td>50</td>
</tr>
<tr>
<td>Business and Society: An Asian Perspective [Asian]</td>
<td>Lawrence</td>
<td>9780071088039</td>
<td>81</td>
</tr>
</tbody>
</table>
### MANAGEMENT

**2011**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Business Environment, 7e [UK]</td>
<td>Palmer</td>
<td>9780077130015</td>
<td>112</td>
</tr>
<tr>
<td>Productivity: Winning in Life [Asian Prof]</td>
<td>Podolinsky</td>
<td>9780071324625</td>
<td>53</td>
</tr>
<tr>
<td>Management &amp; Organizational Behavior [India]</td>
<td>Rudani</td>
<td>9780071077934</td>
<td>50</td>
</tr>
<tr>
<td>Fundamentals of Management, 2e [UK]</td>
<td>Smith</td>
<td>9780077126933</td>
<td>34</td>
</tr>
<tr>
<td>New Venture Creation: An Asian Perspective [Asian]</td>
<td>Timmons</td>
<td>9780071088060</td>
<td>97</td>
</tr>
<tr>
<td>Asian Leadership: What Works [Asian Prof]</td>
<td>Ulrich</td>
<td>9780071084307</td>
<td>90</td>
</tr>
</tbody>
</table>

### BUSINESS ADMINISTRATION

**2013**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>M: Business, 3e</td>
<td>Ferrell</td>
<td>9780073524580</td>
<td>117</td>
</tr>
<tr>
<td>Understanding Business, 10e</td>
<td>Nickels</td>
<td>9780073524597</td>
<td>117</td>
</tr>
</tbody>
</table>

**2012**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business: Connecting Principles to Practice</td>
<td>Nickels</td>
<td>9780078023125</td>
<td>117</td>
</tr>
</tbody>
</table>

### KEYBOARDING & OFFICE TECHNOLOGY

**2013**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skillbuilding: Building Speed &amp; Accuracy on the Keyboard, 4e</td>
<td>Eide</td>
<td>9780073372204</td>
<td>127</td>
</tr>
<tr>
<td>Cortez Peters’ Championship Keyboarding Drills: An Individualized Diagnostic and Prescriptive Method for Developing Accuracy and Speed, 5e</td>
<td>Peters</td>
<td>9780073372211</td>
<td>129</td>
</tr>
</tbody>
</table>

**2012**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service Skills for Success, 5e</td>
<td>Lucas</td>
<td>9780073397115</td>
<td>132</td>
</tr>
</tbody>
</table>
# MARKETING

## 2013

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Marketing</td>
<td>Alon</td>
<td>9780078029271</td>
<td>167</td>
</tr>
<tr>
<td>Strategic Marketing, 10e</td>
<td>Cravens</td>
<td>9780078028908</td>
<td>153</td>
</tr>
<tr>
<td>M: Marketing, 3e</td>
<td>Grewal</td>
<td>9780078028854</td>
<td>137</td>
</tr>
<tr>
<td>Consumer Behavior: Building Marketing Strategy, 12e</td>
<td>Hawkins</td>
<td>9780073530048</td>
<td>147</td>
</tr>
<tr>
<td>Marketing, 11e</td>
<td>Kerin</td>
<td>9780078028892</td>
<td>138</td>
</tr>
<tr>
<td>Marketing Management: A Strategic Decision-Making Approach, 8e</td>
<td>Mullins</td>
<td>9780078028793</td>
<td>149</td>
</tr>
<tr>
<td>Preface to Marketing Management, 13e</td>
<td>Peter</td>
<td>9780078028847</td>
<td>150</td>
</tr>
<tr>
<td>Annual Editions: Marketing 12/13, 35e</td>
<td>Richardson</td>
<td>9780073528700</td>
<td>144</td>
</tr>
<tr>
<td>Services Marketing, 6e</td>
<td>Zeithaml</td>
<td>9780078112058</td>
<td>170</td>
</tr>
</tbody>
</table>

## 2012

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>M: Advertising</td>
<td>Arens</td>
<td>9780078028915</td>
<td>154</td>
</tr>
<tr>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective, 9e</td>
<td>Belch</td>
<td>9780073404868</td>
<td>155</td>
</tr>
<tr>
<td>Marketing, 3e</td>
<td>Grewal</td>
<td>9780078028830</td>
<td>138</td>
</tr>
<tr>
<td>Foundations of Marketing, 4e [UK]</td>
<td>Jobber</td>
<td>9780077137014</td>
<td>138</td>
</tr>
<tr>
<td>Public Relations: The Profession and the Practice, 4e</td>
<td>Lattimore</td>
<td>9780073512051</td>
<td>174</td>
</tr>
<tr>
<td>Retailing Management, 8e</td>
<td>Levy</td>
<td>9780073530024</td>
<td>164</td>
</tr>
<tr>
<td>Essentials of Marketing, 13e</td>
<td>Perreault</td>
<td>9780078028885</td>
<td>139</td>
</tr>
<tr>
<td>Annual Editions: Marketing 11/12, 34e</td>
<td>Richardson</td>
<td>9780073528649</td>
<td>144</td>
</tr>
<tr>
<td>Product Design and Development, 5e</td>
<td>Ulrich</td>
<td>9780073404776</td>
<td>164</td>
</tr>
</tbody>
</table>

## 2011

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising and Promotion: An Integrated Marketing Communication Perspective, 2e [Aust]</td>
<td>Belch</td>
<td>9780070997981</td>
<td>157</td>
</tr>
<tr>
<td>Marketing Research, 3e [Aust]</td>
<td>Hair</td>
<td>9780070997585</td>
<td>145</td>
</tr>
<tr>
<td>Sales and Distribution Management, 2e [India]</td>
<td>Havaldar</td>
<td>9780071077965</td>
<td>160</td>
</tr>
<tr>
<td>Retail Store Operations [India]</td>
<td>Lyer</td>
<td>9780070700840</td>
<td>165</td>
</tr>
<tr>
<td>Customer Relationship Management [India]</td>
<td>Makkar</td>
<td>9780071333313</td>
<td>175</td>
</tr>
<tr>
<td>Principles of Services Marketing, 6e [UK]</td>
<td>Palmer</td>
<td>9780077129514</td>
<td>171</td>
</tr>
<tr>
<td>Event Management: Theory and Practice [Aust]</td>
<td>wrathall</td>
<td>9780070279001</td>
<td>173</td>
</tr>
<tr>
<td>Course</td>
<td>Pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Communications - Supplements</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business English</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Writing</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grammar</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Business Communication</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interpersonal Skills</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduction to Business Communication</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leadership Communication</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managerial Communication</td>
<td>7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## New Titles

### BUSINESS COMMUNICATION

#### 2013

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Administrative Communication, 10e</td>
<td>Locker</td>
<td>9780073403182</td>
<td>3</td>
</tr>
</tbody>
</table>

#### 2012

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpersonal Skills in Organizations, 4e</td>
<td>De Janasz</td>
<td>9780078112560</td>
<td>12</td>
</tr>
<tr>
<td>M: Business Communication, 2e</td>
<td>Flatley</td>
<td>9780073403168</td>
<td>3</td>
</tr>
</tbody>
</table>
Introduction to Business Communication

The tenth edition of Business and Administrative Communication is a true leader in the business communication field. It is described as flexible, specific, interesting, comprehensive, and up-to-date. Unique among business communications textbooks, it focuses on the rhetorical emphases of audience, purpose, and context to allow communicators to shape their messages more appropriately to all channels and for all purposes. Beyond covering the broad scope of topics in all forms of business communication, this text uses a student-friendly writing style and strong design elements to hold students' attention. Real-world examples and real business applications underscore the relevance and importance of the material to students' academic and career work. The tenth edition 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.

NEW TO THIS EDITION

- New! The Table of Contents has been carefully revised in response to reviewer feedback. The order of content draws forward chapters on basic business messages to better follow pedagogical practices in a Business Communication course.
- New! Increased emphasis on electronic communication resonates throughout the text. In addition to a new chapter on "Sharing Informative and Positive Messages with Appropriate Technology," electronic communication is emphasized in areas such as the job search and persuasive business messages.
- New! Connect® Business Communication, McGraw-Hill's online assignment and assessment program, is now available with Business and Administrative Communication. Students will have the opportunity to practice business communication in an online setting through interactive applications. Instructors will have auto-graded, assignable homework and robust reporting capabilities with this new, easy-to-use system.
- New! Connect® Plus Business Communication gives students access to an integrated eBook, allowing for anytime, anywhere access to the textbook and an easy-to-use platform for instructors to assign engaging, interactive, and application-oriented assignments. With each homework problem directly mapped to the topic in the book, the student is only one click away from the textbook. The eBook also includes a powerful search function that allows students to quickly scan the entire book for relevant topics. To order Connect Plus in a bundle with the book, consult your sales representative for the correct ISBN. Connect Plus is also available as a stand-alone access card, available for bookstore purchase or directly online.

- New! Complimenting the existing section on ethics are numerous ethics sidebars, exercises, and examples. This edition includes new, expanded coverage of ethics throughout.
- New! Students can now consult a new appendix on APA and MLA documentation, making these two important styles even more accessible to students.
- CREATE, our NEW Custom Textbook Option Craft your teaching resources to match the way you teach! With McGraw-Hill Create, www.mcgrawhillcreate.com, you can easily rearrange chapters, combine material from other content sources, and quickly upload content you have written like your course syllabus or teaching notes. Find the content you need in Create by searching through thousands of leading McGraw-Hill textbooks. Arrange your book to fit your teaching style. Create even allows you to personalize your book's appearance by selecting the cover and adding your name, school, and course information. Order a Create book and you'll receive a complimentary print review copy in 3–5 business days or a complimentary electronic review copy (eComp) via email in about one hour. Go to www.mcgrawhillcreate.com today and register. Experience how McGraw-Hill Create empowers you to teach your students your way.
- Blackboard Partnership – McGraw-Hill and Blackboard have teamed up to simplify your life. Now you and your students can access Connect and Create right from within your Blackboard course – all with one single sign-on. The gradebooks are seamless, so when a student completes an integrated Connect assignment, the grade for that assignment automatically (and instantly) feeds your Blackboard grade center. Learn more at www.domorenow.com.
- MHCampus™: McGraw-Hill Campus™ is a new one-stop teaching and learning experience available to users of any learning management system. This institutional service allows faculty and students to enjoy single sign-on (SSO) access to all McGraw-Hill Higher Education materials, including the award winning McGraw-Hill Connect™ platform, from directly within the institution's website. McGraw-Hill Campus™ provides faculty with instant access to all McGraw-Hill Higher Education teaching materials (e.g., eTextbooks, test banks, PowerPoint slides, animations and learning objects, etc), allowing them to browse, Search, and use any instructor ancillary content in our vast library at no additional cost to instructor or students. Students enjoy SSO access to a variety of free (e.g. quizzes, flash cards, narrated presentations,...etc.) and subscription based products (e.g. McGraw-Hill Connect™). With this program enabled, faculty and students will never need to create another account to access McGraw-Hill products and services. Learn more at www.mhcampus.com.
- Tegrity Campus is a service that makes class time available all the time by automatically capturing every lecture in a searchable format for students to review when they study and complete assignments. With a simple one-click start and stop process, you capture all computer screens and corresponding audio. Students can replay any part of any class with easy-to-use browser-based viewing on a PC or Mac. Tegrity Campus is available stand-alone or within Connect.

CONTENTS

Part One: The Building Blocks of Effective Messages
Chapter 1: Succeeding in Business Communication
Chapter 2: Adapting Your Message to Your Audience
Chapter 3: Building Goodwill
Chapter 4: Navigating the Business Communication Environment

Part Two: The Communication Process
Chapter 5: Planning, Composing, and Revising
Chapter 6: Designing Documents
Chapter 7: Communicating across Cultures
Chapter 8: Working and Writing in Teams

Part Three: Basic Business Messages
Chapter 9: Sharing Informative and Positive Messages with Appropriate Technology
Chapter 10: Delivering Negative Messages
Chapter 11: Crafting Persuasive Messages
Part Four: The Job Hunt
Chapter 12: Building Résumés
Chapter 13: Writing Job Application Letters
Chapter 14: Interviewing, Writing Follow-Up Messages, and Succeeding in the Job
Part Five: Proposals and Reports
Chapter 15: Planning and Researching Proposals and Reports
Chapter 16: Creating Visuals and Data Displays
Chapter 17: Writing Proposals and Progress Reports
Chapter 18: Analyzing Information and Writing Reports
Chapter 19: Making Oral Presentations
Appendix A: Formatting Letters, Memos, and E-Mail Messages
Appendix B: Writing Correctly
Appendix C: Citing and Documenting Sources
Appendix D: Formatting a Scannable Resume

NEW TO THIS EDITION

- Connect™, McGraw-Hill’s online assignment and assessment program, is now available with M: Business Communication. Students will have the opportunity to practice business communication in an online setting through interactive applications. Instructors will have auto-graded, assignable homework with robust reporting capabilities.
- New author: Paula Lentz of the University of Wisconsin-Eau Claire joins the author team with this edition. Dr. Lentz teaches Business Writing, Business Writing II, and Advanced Business Writing. She is also a developer and coordinator of the department’s Business Writing Fundamentals Program, which ensures that students have basic writing skills essential for success in their first business writing course. In addition, she chaired the College of Business’s Writing Task Force, which developed a college-wide policy for assessing students’ writing skills as part of their grade on any writing assignment in any business class.
- New discussion of social media regarding the ways businesses use social networking to communicate externally and internally, as well as best practice guidelines for posting content to social networking sites.
- New problem solving cases have been incorporated in the chapters on writing good news messages, persuasive messages, and short reports.
- New inclusion of proposal writing in Chapter 7
- New LinkedIn examples and visual CB resume examples included in Chapter 11.
- New Supplementary Chapters provided online including Correctness of Communication, Cross-Cultural Communication, The Long Report, and Documentation of Sources.

Features

- Student friendly design – M: Business Communication was written and designed with today’s student reader in mind.
- The layout and design provides student visual stimulation they’ve come to expect.
- The content was written to focus on the key concepts only
- The examples provided have been selected for greater student appeal.
- The writing style is highly readable with today’s student reader in mind.
- End of chapter materials are provided through the online learning center at www.mhhe.com/flatleym2e or through the library resources in Connect™.
- Review Cards are included in each new book. There is at least one Review Card for every chapter. The front of the card asks the student to write what he/she recalls from each of the learning objectives in the chapter. After completing this step, the student turns to the back to review the learning objectives broken down into bulleted lists, and then completes fill-in-the-blank application questions to test their knowledge beyond basic comprehension. The answers to these application questions are available on the bottom of the card (upside down). The point of these cards is to create useful exercises that actually help students LEARN and remember, as opposed to passively reading (or not reading) the cards.

M: BUSINESS COMMUNICATION
2nd Edition

By Marie E. Flatley, San Diego State University,
Kathryn Rentz, University of Cincinnati and
Paula Lentz

2012 (January 2011) / 376 pages
ISBN: 9780073403168

www.mhhe.com/flatleym2e

M: Business Communication was created with students’ and professors’ needs in mind. Written by the co-authors of Lesikar’s Business Communication: Making Connections in a Digital World, 12/e, it provides both student and instructor with all the tools needed to navigate through the complexity of the modern business communication environment. M: 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 book in the field. It has realistic examples that are both consumer-and business-oriented.

- Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.

Student friendly design – M: Business Communication was written and designed with today’s student reader in mind.

- The layout and design provides student visual stimulation they’ve come to expect.
- The content was written to focus on the key concepts only
- The examples provided have been selected for greater student appeal.
- The writing style is highly readable with today’s student reader in mind.
- End of chapter materials are provided through the online learning center at www.mhhe.com/flatleym2e or through the library resources in Connect™.
- Review Cards are included in each new book. There is at least one Review Card for every chapter. The front of the card asks the student to write what he/she recalls from each of the learning objectives in the chapter. After completing this step, the student turns to the back to review the learning objectives broken down into bulleted lists, and then completes fill-in-the-blank application questions to test their knowledge beyond basic comprehension. The answers to these application questions are available on the bottom of the card (upside down). The point of these cards is to create useful exercises that actually help students LEARN and remember, as opposed to passively reading (or not reading) the cards.

NEW TO THIS EDITION

- Connect™, McGraw-Hill’s online assignment and assessment program, is now available with M: Business Communication. Students will have the opportunity to practice business communication in an online setting through interactive applications. Instructors will have auto-graded, assignable homework with robust reporting capabilities.
- New author: Paula Lentz of the University of Wisconsin-Eau Claire joins the author team with this edition. Dr. Lentz teaches Business Writing, Business Writing II, and Advanced Business Writing. She is also a developer and coordinator of the department’s Business Writing Fundamentals Program, which ensures that students have basic writing skills essential for success in their first business writing course. In addition, she chaired the College of Business’s Writing Task Force, which developed a college-wide policy for assessing students’ writing skills as part of their grade on any writing assignment in any business class.
- New discussion of social media regarding the ways businesses use social networking to communicate externally and internally, as well as best practice guidelines for posting content to social networking sites.
- New problem solving cases have been incorporated in the chapters on writing good news messages, persuasive messages, and short reports.
- New inclusion of proposal writing in Chapter 7
- New LinkedIn examples and visual CB resume examples included in Chapter 11.
- New Supplementary Chapters provided online including Correctness of Communication, Cross-Cultural Communication, The Long Report, and Documentation of Sources.

Features

- Student friendly design – M: Business Communication was written and designed with today’s student reader in mind.
- The layout and design provides student visual stimulation students have come to expect.
- The content was written to focus on the key concepts of business communication.
- The examples provided have been selected for greater student appeal.
- The writing style is highly readable with today’s student reader in mind.
- End of chapter materials are provided through the online learning center at www.mhhe.com/flatleym2e or through the library resources in Connect™.
- Review Cards are included in each new book. There is at least one Review Card for every chapter. The front of the card asks the student to write what he/she recalls from each of the learning objectives in the chapter. After completing this step, the student turns to the back to review the learning objectives broken down into bulleted lists, and then completes fill-in-the-blank application questions to test their knowledge beyond basic comprehension. The answers to these application questions are available on the bottom of the card (upside down). The point of these cards is to create useful exercises that actually help students LEARN and remember, as opposed to passively reading (or not reading) the cards.

NEW TO THIS EDITION

- Connect™, McGraw-Hill’s online assignment and assessment program, is now available with M: Business Communication. Students will have the opportunity to practice business communication in an online setting through interactive applications. Instructors will have auto-graded, assignable homework with robust reporting capabilities.
- New author: Paula Lentz of the University of Wisconsin-Eau Claire joins the author team with this edition. Dr. Lentz teaches Business Writing, Business Writing II, and Advanced Business Writing. She is also a developer and coordinator of the department’s Business Writing Fundamentals Program, which ensures that students have basic writing skills essential for success in their first business writing course. In addition, she chaired the College of Business’s Writing Task Force, which developed a college-wide policy for assessing students’ writing skills as part of their grade on any writing assignment in any business class.
- New discussion of social media regarding the ways businesses use social networking to communicate externally and internally, as well as best practice guidelines for posting content to social networking sites.
- New problem solving cases have been incorporated in the chapters on writing good news messages, persuasive messages, and short reports.
- New inclusion of proposal writing in Chapter 7
- New LinkedIn examples and visual CB resume examples included in Chapter 11.
- New Supplementary Chapters provided online including Correctness of Communication, Cross-Cultural Communication, The Long Report, and Documentation of Sources.

Features

- Student friendly design – M: Business Communication was written and designed with today’s student reader in mind.
- The layout and design provides student visual stimulation students have come to expect.
- The content was written to focus on the key concepts of business communication.
- The examples provided have been selected for greater student appeal.
- The writing style is highly readable with today’s student reader in mind.
- End of chapter materials are provided through the online learning center at www.mhhe.com/flatleym2e or through the library resources in Connect™.
- Review Cards are included in each new book. There is at least one Review Card for every chapter. The front of the card asks the student to write what he/she recalls from each of the learning objectives in the chapter. After completing this step, the student turns to the back to review the learning objectives broken down into bulleted lists, and then completes fill-in-the-blank application questions to test their knowledge beyond basic comprehension. The answers to these application questions are available on the bottom of the card (upside down). The point of these cards is to create useful exercises that actually help students LEARN and remember, as opposed to passively reading (or not reading) the cards.
Manager’s “Hot Seat” for Business Communication: Introducing new scenarios relevant to business communication. These videos provide a wonderful jump-start to classroom discussion, as they portray real managers – unscripted – reacting to actors in the video. Students and professors can then discuss the reaction/behaviors of the manager in each particular situation – to weigh the positives and negatives in the way the situation was handled. These videos provide situations on topics and skills such as office ethics, email privacy, negotiation amidst cultural differences, and teamwork. These videos, as well as wealth of additional supplemental materials, can be accessed through the Asset Gallery and Student Asset Gallery inside of Connect.

CONTENTS
Part One: UNDERSTANDING BUSINESS COMMUNICATION
Chapter 1 Communicating in the Workplace
Chapter 2 Understanding the Writing Process and the Main Forms of Business Messages
Chapter 3 Using Visuals in Written and Oral Communication
Chapter 4 Using an Appropriate Style
Part Three: WRITING EFFECTIVE MESSAGES
Chapter 5 Writing Good-News and Neutral Messages
Chapter 6 Writing Bad-News Messages
Chapter 7 Writing Persuasive Messages and Proposals
Part Four: WRITING EFFECTIVE REPORTS
Chapter 8 Researching and Writing Reports
Chapter 9 Writing Short Reports
Part Five: USING ORAL AND JOB-SEARCH SKILLS
Chapter 10 Communicating Orally
Chapter 11 Communicating in the Job Search
Supplementary Chapters (On-line)
Supplementary A Formatting Letters, Memos, and Reports
Supplementary B Correctness of Communication
Supplementary C Cross-Cultural Communication
Supplementary D The Long Report
Supplementary E Documentation of Sources

BUSINESS COMMUNICATION
Building Critical Skills, 5th Edition
By Kitty O’Locker, The Ohio State University and Stephen Kyo Kaczmarek, Columbus State Community College
2011 (October 2010) / 576 pages
ISBN: 9780073403151
www.mhhe.com/bcs5e

Overview: Business Communication: Building Critical Skills provides a unique approach to a hands-on course, devised and created in its previous editions by Kitty Locker, with the assistance of a community college colleague, Stephen Kaczmarek. 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 text takes a strong workplace activity orientation which helps students build the writing, speaking, and listening skills that are crucial for success in the 21st-century workplace.

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

LESIKAR’S BUSINESS COMMUNICATION
Connecting in a Digital World, 12th Edition
By Kathryn Rentz, University of Cincinnati, Marie E Flatley, San Diego State University and Paula Lentz
2011 (January 2010) / 704 pages
ISBN: 9780073377797
ISBN: 9780071220972 [IE]
www.mhhe.com/lesikar12e

Lesikar's Business Communication: Connecting in a Digital World, 12/e by Rentz, Flatley, and Lentz takes the solid foundational principles of this classic text and applies them to business contexts in the 21st century. While continuing to focus on careful problem analysis, adaptation of the message to the audience, and maintaining positive human relations, this edition discusses current challenges for business communicators and gives students practice meeting those challenges. Toward this end, the book maintains the realism, technological currency, and pedagogical effectiveness for which it has become well known and respected. As with previous editions, the 12th edition prepares students to communicate in the modern workplace by first providing extensive writing advice and then providing methodical analyses of the main forms of business communication. Along the way, it incorporates a multitude of real business examples, a wide range of problem-solving cases, and a thorough treatment of technology’s role in business communication. In addition to a full suite of teaching and testing materials, the book’s Online Learning Center gives teachers easy access to an online blog, Bcomm Teacher Xchange, that will keep them abreast of the latest research and developments in the field while providing a host of practical teaching tips. Through its BC Resources link, the OLC also offers an extensive collection of Web links on multiple bcomm topics, from grammar to persuasion to research and teamwork.

CONTENTS
Part One: Introduction
Chapter One: Communication in the Workplace
BUSINESS COMMUNICATION

FOUNDATIONS OF BUSINESS COMMUNICATION
By Dona Young
2006 / 576 pages
ISBN: 9780071116824 [IE]
www.mhhe.com/djyoung

CONTENTS
UNIT 1: WRITING SKILLS


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 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 APPLICATIONS 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: Formatting Standard Business Documents

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


MANAGERIAL COMMUNICATION
Strategies and Applications, 5th Edition
By Geraldine E Hynes, Sam Houston State University
2011 (February 2010) / 432 pages
ISBN: 9780073377759
ISBN: 9780071289344 [IE]
www.mhhe.com/hynes5e

Managerial Communication, 5e by Geraldine 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, even-handed examination of oral and written channels, and focus on managerial, not entry-level, competencies. The overriding principle for the revision was to preserve the book’s key strengths while reflecting the realities of the twenty-first century workplace. The chapters have been streamlined and condensed to meet the needs of a busy contemporary manager and content has been added to reflect current business practices.

CONTENTS

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

Appendix
Corporate Communication by Paul A. Argenti shows readers the importance of creating a coordinated corporate communication system, and describes how organizations benefit from important strategies and tools to stay ahead of the competition. Throughout the book, cases and examples of company situations relate to the chapter material. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.

**Contents**

Ch. 1 The Changing Environment for Business
Case: Google in China
Ch. 2 Communicating Strategically
Case: Carson Containers
Ch. 3 An Overview of the Corporate Communication Function
Case: Hewlett Packard Corporation
Ch. 4 Identity, Image, Reputation, and Corporate Advertising
Case: Jet Blue’s Valentine’s Day Disaster
Ch. 5 Corporate Responsibility
Case: Starbucks Coffee Company
Ch. 6 Media Relations
Case: Adolph Coors Company
Ch. 7 Internal Communications
Case: Westwood Publishing
Ch. 8 Investor Relations
Case: Steelcase, Inc.
Ch. 9 Government Relations
Case: Disney
Ch. 10 Crisis Communication
Case: Coca-Cola in India

Intercultural Communication in the Global Workplace, 5e 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.

**Contents**

Chapter 1 Culture and Communication
Chapter 2 The Role of Language in Intercultural Business Communication
Chapter 3 Getting to Know Another Culture
Chapter 4 The Self and Groups
Chapter 5 Organizing Messages to Other Cultures
Chapter 6 Nonverbal Language in Intercultural Communication
Chapter 7 Cultural Rules for Establishing Relationships
Chapter 8 Information, Decisions and Solutions
Chapter 9 Intercultural Negotiation Teams
Chapter 10 Legal and Governmental Considerations in Intercultural Business Communication
Chapter 11 The Influence of Business Structures and Corporate Culture on Intercultural Business Communication
Chapter 12 Intercultural Dynamics in the International Company

Business Communication for the Global Age
By Joanna Crossman
2010 (November 2010)
ISBN: 9780070714004
McGraw-Hill Australia Title
www.mhhe.com/au/crossman1e

This ground-up Australia/New Zealand work is a business communication title written specifically for university students. Written from a theoretical perspective, it presents major theoretical developments in the field, illustrates them with regional examples and delivers in a concise way that fits a 12-week course. Crossman, Bordia and Mills have created a thoroughly modern text addressing communication and IS, intercultural matters and the issues of diversity, ethics and Web 2.0 social networking.

**Contents**

PART A: CORE COMMUNICATION CONCEPTS
Chapter 1: An overview of communication theories
Chapter 2: Interpersonal Communication
Chapter 3: Nonverbal Communication
Chapter 4: Intercultural Communication

PART B: COMMUNICATION CONTEXTS
Chapter 5: Organisational Communication
Chapter 6: Communication in Groups
Chapter 7: Communication and International and Cultural Leadership
Chapter 8: Negotiation
Chapter 9: Communication online

PART C: COMMUNICATING WITH AUDIENCES
Chapter 10: Language, Culture and Communication
Chapter 11: Discourse Communities and Shared Frameworks
Chapter 12: Preparing to Communicate with Audiences
Chapter 13: Communication in Writing
Chapter 14: Communicating Orally
Leadership Communication

**LEADERSHIP COMMUNICATION**
3rd Edition
By Deborah Barrett, Rice University
2010 (November 2009) / 464 pages
ISBN: 9780073377773
ISBN: 9780071267427 [IE]

Leadership Communication is a text to guide current and potential leaders in developing the communication capabilities needed to be transformational leaders. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders. The Third Edition of Leadership Communication has been updated and changed specifically to emphasize transformational leadership, ethics, and integrity and to include guidance on the use of current social media.

**CONTENTS**

Section One – Core Leadership Communication
Chapter 1 – What is Leadership Communication?
Chapter 2 – Leadership Communication Purpose, Strategy, and Structure
Chapter 3 – The Language of Leaders
Chapter 4 – Written Leadership Communication
Chapter 5 – Leadership Presentations
Chapter 6 – Graphics and PowerPoint with a Leadership Edge

Section Two – Organizational Leadership Communication
Chapter 7 – Emotional Intelligence and Interpersonal Skills for Leaders
Chapter 8 – Cultural Literacy and Cross-Cultural Leadership Communication

Section Three – Corporate Leadership Communication
Chapter 9 – Meetings: Leadership and Productivity
Chapter 10 – High-Performing Team Leadership

Appendix
A – Self-Assessment of Leadership Communication Ability Worksheet to Develop Personal Leadership Communication Plan
B – The Business of Grammar
C – Usage Self-Assessment
D – Successful Case Analysis and Discussion

Business English

**THE GREGG REFERENCE MANUAL DESKTOP EDITION ACCESS CARD**
11th Edition
By William Sabin (deceased)
2011 (November 2010)
ISBN: 9780077428273

http://getgrm.mcsgraw-hill.com/

Comprehensive and easy to use, this desktop version of the eleventh edition of the GRM is considered the authority on style, grammar, usage, and formatting.

- Enjoy the convenience and speed of the new desktop version.
- Search with ease for all your answers with the click of a mouse.
- Master the fine points of style that other reference manuals don’t cover.
- Discover easy-to-follow models and illustrations for creating and formatting all kinds of written communications.

**BUSINESS ENGLISH**
Writing in the Global Workplace
By Dona Young
2008 (April 2007) / 544 pages
ISBN: 9780073545424
ISBN: 9780071101738 [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.

**CONTENTS**

Unit 1: Language in Context
Chapter 1: English for Business Today
Chapter 2: Writing Effective Sentences

Unit 2: English in Action
Chapter 3: Punctuation
Chapter 4: Verbs at Work
Chapter 5: Pronouns
Chapter 6: Modifiers

Unit 3: Practical Applications
Chapter 7: Writing Traps
Chapter 8: Writing Powerful Sentences
Chapter 9: Building Paragraphs
Chapter 10: Professional Communication
THE GREG REFERENCE MANUAL
By William A Sabin (deceased)
2011 (March 2010) / 736 pages
ISBN: 9780073397108
www.mhhe.com/grm11

The Gregg Reference Manual, 11/e, by Sabin is intended for anyone who writes, edits, or prepares material for distribution or publication. For nearly fifty years, this manual has been recognized as the best style manual for business professionals and for students who want to master the on-the-job standards of business professionals. GRM provides answers that can’t be found in comparable manuals. That probably explains why GRM has received so many unsolicited 5-star reviews on the Amazon Web site. Those 5-star reviews offer a clear indication of the reputation GRM enjoys in the marketplace. Visit The Gregg Reference Manual Information Center

CONTENTS
About the Book and the Author
A Personal Tribute
Preface
Acknowledgements
How to Look Things Up
Essays on the Nature of Style
Part 1—Grammar, Usage, and Style
1. Punctuation: Major Marks
2. Punctuation: Other Marks
3. Capitalization
4. Numbers
5. Abbreviations
6. Plurals and Possessives
7. Spelling
8. Compound Words
9. Word Division
10. Grammar
11. Usage
Part 2—Techniques and Formats
12. Editing and Proofreading
13. Letters, Memos, and Text Messages
14. Reports and Manuscripts
15. Notes and Bibliographies
16. Tables
17. Other Business Documents
18. Forms of Address
Part 3—References
Appendix A: Glossary of Grammatical Terms
Appendix B: Pronunciation Problems
Appendix C: Rules for Alphabetical Filing (available at www.gregg.com)
Appendix D: Glossary of Computer Terms (available at www.gregg.com)
Index

REPORT WRITING FOR BUSINESS AND PROFESSIONAL PURPOSES
2nd Edition
By A Sargunan Rajeswary, Evelyn Khor, Khattijah Samsudin and Rema Menon
2010 (July 2010) / 280 pages
ISBN: 97898675771088
An Asian Publication

This book presents a revolutionary and exciting approach to writing reports that enables learners to acquire, in as short a time as possible, the necessary knowledge, skills and strategies that will allow them to write effective and efficient reports for a variety of purposes in the highly demanding work environment of the post-globalisation era.

BUSINESS CORRESPONDENCE AND REPORT WRITING
A Practical Approach to Business and Technical Communication, 4th Edition
By RC Sharma (deceased), Krishna Mohan, Birla Institute of Technology and Science, Pilani
2010 (July 2010) / 616 pages
ISBN: 9780070681989
McGraw-Hill India Title

Thoroughly revised considering the latest practices in business communication and the advancements in communication technology. The book is divided into seven sections :

Section I : Introduction
Section II : Business Correspondence
Section III : Report Writing
Section IV : Other Business Communications
Section V : Job-related Communication
Section VI : Reading & listening skills
Section VII : Grammar usage and mechanics of writing

New chapters to the edition : Technical Description, Technical Proposal, Personal Interview, Group Discussion, Personal Interview, Effective Listening.

CONTENTS
Part I : Introduction
1. Nature of Communication
2. Communication Technology
Part II : Business Correspondence
3. Principles of Letter Writing
4. Structure and Layout
5. Planning a Letter
6. Quotations, Orders and Tenders
7. Sales Letters
8. Claim and Adjustment Letters
9. Credit and Collection Letters
10. Handling Correspondence
11. Social Correspondence
Part III : Report Writing
13. Structure and Layout
14. Planning and Preparation
15. Elements of Style
16. Use of Illustrations
17. Technical Description
18. Writing the Report
19. Specimen Reports
20. Oral Presentation
Part IV: Other Business Communications
21. Technical Proposal
22. Memorandum
23. Notices, Agenda and Minutes
Part V: Job-Getting Process
24. Application Letter
25. Employment Interview
26. Group Discussion
Part VI: Reading and Listening Skills
27. Reading Comprehension
28. Precis Writing
29. Effective Listening
Part VII: Grammar, Usage, and the Mechanics of Writing
30. Grammar and Usage—A Review
31. Words Often Confused
32. Words Frequently Misspelt
33. Punctuation and Capitalization
34. Abbreviations and Numerals
35. Proofreading
36. Using the Library
Appendices
Appendix A: List of Business Terms
Appendix B: Self-Assessment Quiz

McGraw-Hill is interested to review your textbook proposals for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com.

Visit McGraw-Hill Education (Asia)
Website: http://www.mheducation.asia/publish/
Interpersonal Skills in Organizations by de Janasz, Dowd, and Schneider takes a fresh, thoughtful look at the key skills necessary for personal and managerial success in organizations today. Exploding with exercises, cases, and group activities, the book employs an experiential approach suitable for all student audiences. The book is organized into 4 distinct sections (Understanding Yourself, Understanding Others, Understanding Teams, and Leading) that can be used collectively or modularly depending on the instructors’ preferences and students’ needs. The emphasis in this edition focuses on making the text more current along with making the text pedagogically effective for students and instructors.

NEW TO THIS EDITION
- Topical material from popular press along with results of current research and studies were added to provide depth for skills areas presented in the chapters.
- Chapter 3 provides a stronger connection between goal setting and ethical decision making, and new content on self management has been added to Chapter 4 to better integrate emotional intelligence with time and stress management.
- Virtual communication has been addressed in Chapters 9 and 12 to reflect its impact on negotiations and meetings.
- Current topics and new techniques for networking and mentoring have been added to Chapter 16.
- In Chapter 19, connections between all of the skills sets and chapters have been described to point out the range of interpersonal skills needed to direct a project from start to finish and to illustrate the integration of the skills areas.

CONTENTS

**Unit 1 Intrapersonal Effectiveness: Understanding Yourself**
1. Journey into Self-awareness
2. Self-disclosure and Trust
3. Establishing Goals Consistent with Your Values and Ethics
4. Self-management

**Unit 2 Interpersonal Effectiveness: Understanding and Working with Others**
5. Understanding and Working with Diverse Others
6. The Importance and Skill of Listening
7. Communicating Effectively
8. Persuading Individuals and Audiences

**Unit 3 Understanding and Working in Teams**
9. Negotiation
10. Building 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 4 Leading Individuals and Groups**
15. Power and Politzicking
16. Networking and Mentoring
17. Coaching and Providing Feedback for Improved Performance
18. Leading and Empowering Self and Others
19. Project Management
Business Law .................................................................................................................................15
Employment Law ..........................................................................................................................26
International Business Law ..........................................................................................................26
Legal Environment of Business ....................................................................................................21
## BUSINESS LAW

### 2013

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic Business Law: The Essentials, 2e</td>
<td>Kubasek</td>
<td>9780073524979</td>
<td>15</td>
</tr>
<tr>
<td>Business Law, 15e</td>
<td>Mallor</td>
<td>9780073524986</td>
<td>16</td>
</tr>
<tr>
<td>The Legal and Regulatory Environment of Business, 16e</td>
<td>Reed</td>
<td>9780073524993</td>
<td>21</td>
</tr>
</tbody>
</table>

### 2012

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law for Business, 11e</td>
<td>Barnes</td>
<td>9780073377711</td>
<td>17</td>
</tr>
<tr>
<td>Employment Law for Business, 7e</td>
<td>Bennett-Alexander</td>
<td>9780073524962</td>
<td>26</td>
</tr>
<tr>
<td>The Legal, Ethical, and Regulatory Environment of Business in a Diverse Society</td>
<td>Bennett-Alexander</td>
<td>9780073524924</td>
<td>23</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views on Legal Issues, 15e</td>
<td>Katsh</td>
<td>9780078050282</td>
<td>20</td>
</tr>
<tr>
<td>Dynamic Business Law, 2e</td>
<td>Kubasek</td>
<td>9780073377674</td>
<td>18</td>
</tr>
<tr>
<td>Law, Business and Society, 10e</td>
<td>McAdams</td>
<td>9780073525006</td>
<td>24</td>
</tr>
</tbody>
</table>
Business Law

NEW

DYNAMIC BUSINESS LAW
The Essentials, 2nd Edition

By Nancy K. Kubasek and M Neil Browne od
Bowling Green State University, Dan Herron,
Miami University of OH-Oxford, Lucien Dhooge,
Georgia Inst of Tech and Linda Barkacs, University
of San Diego

2013 (January 2012) / 672 pages
ISBN: 9780073524979

Dynamic Business Law: The Essentials is appropriate for the one-
semester Business Law course. It contains the basics of business
law but does not get bogged down in the kind of details that are more
appropriate in an upper-level law class. The text provides an examina-
tion of the basic questions, concepts, and legal rules of business law.

Emphasis on the BUSINESS in business law. Dynamic Business Law:
The Essentials emphasizes the tie of legal issues back to the core
business curriculum. This will help both students and faculty.
Faculty need to know how this is integrated as they are constantly
‘defending’ the inclusion of this course in the business curriculum.
And students need to understand how the concepts tie to their
future business careers.

Emphasis on TEACHING. Many professors teaching this course
are attorneys first and academics second. They do not have a lot
of time to prepare or think about how to apply this information ef-
effectively for their business students. Dynamic Business Law: The
Essentials contains a helpful instructor’s manual, particularly for
the many adjuncts teaching this course.

Emphasis on CRITICAL THINKING. Neil Browne, one of the co-
authors of this text, has written a successful text on critical thinking.
His framework is included in Dynamic Business Law: The Essen-
tials as well – to help students learn how to frame and reframe a
question/issue. Critical thinking questions are also included at the
end of each case, to tie in this component even further.

NEW TO THIS EDITION

New! – Connect® Business Law. Less Managing. More Teach-


ing. Greater Learning.

McGraw-Hill Connect Business Law is an online assignment and
assessment solution that connects students with the tools and resources
they’ll need to achieve success. Connect helps prepare students for
their future by enabling faster learning, more efficient studying, and
higher retention of knowledge. With Connect, students can engage
with their coursework anytime and anywhere, making the learning
process more accessible and efficient. Connect offers you the
features described below:

Simple Assignment Management – Creating assignments is easier
than ever, so you can spend more time teaching and less time
managing.

Smart Grading – When it comes to studying, time is precious. Con-
nect helps students learn more efficiently by providing feedback
and practice material when they need it, where they need it. When
it comes to teaching, your time is precious.

Instructor Library – The Connect Instructor Library is your reposi-
tory for additional resources to help students engage in and out of class. You can select and use any asset that enhances your
lecture.

Student Study Center – The Connect Student Study Center is the
place for students to access additional resources.

Student Progress Tracking – Connect keeps instructors informed
about how each student, section, and class is performing, allowing
for more productive use of lecture and office hours.

Lecture Capture – Increase the attention paid to lecture discussion
by decreasing the attention paid to note taking. For an additional
charge, Tegrity Lecture Capture offers new way s for students to
focus on the in-class discussion, know they can revisit important
topics later.

the textbook learning experience for the modern student with
Connect Plus Business Law. A seamless integration of an eBook
and Connect Business Law, which allows for anytime, anywhere
access to the textbook; dynamic links between the problems or
questions, and a powerful search function to pinpoint and connect
key concepts in a snap.

Below are some results from Professor Lois Olson using Connect:
“The grades were substantially better,” Olson observes, “and the
recorded lectures were the same as in the two previous summers.”
In addition to increasing student success, Professor Olson reduced
the amount of time she was spending on assignment preparation
and grading by more than 88%, from four and a half hours a week
to just half an hour.

CREATE, our NEW Custom Textbook Option Craft your teaching
resources to match the way you teach! With McGraw-Hill Create, www.
mcgrawhillcreate.com, you can easily rearrange chapters, combine
material from other content sources, and quickly upload content you
have written like your course syllabus or teaching notes. Find the
content you need in Create by searching through thousands of lead-
ing McGraw-Hill textbooks. Arrange your book to fit your teaching
style. Create even allows you to personalize your book’s appearance
by selecting the cover and adding your name, school, and course
information. Order a Create book and you’ll receive a complimentary
print review copy in 3–5 business days or a complimentary electronic
review copy (eComp) via email in about one hour. Go to www.mcg-
rawhillcreate.com today and register. Experience how McGraw-Hill
Create empowers you to teach your students your way.

Blackboard Partnership – McGraw-Hill and Blackboard have
team ed up to simplify your life. Now you and your students can access
Connect and Create right from within your Blackboard course – all
with one single sign-on. The gradebooks are seamless, so when a
student completes an integrated Connect assignment, the grade for
that assignment automatically (and instantly) feeds your Blackboard

Tegrity Campus is a service that makes class time available
all the time by automatically capturing every lecture in a searchable
format for students to review when they study and complete assign-
ments. With a simple one-click start and stop process, you capture all
computer screens and corresponding audio. Students replay any part
of any class with easy-to-use browser-based viewing on a PC or Mac.

CONTENTS

Part 1 – The Legal Environment of Business
Chapter 1: An Introduction to the Fundamentals of Dynamic Busi-
ness Law
Chapter 2: Business Ethics and White-Collar Crime
Chapter 3: The U.S. Legal System and Alternative Dispute Resolution
Chapter 4: Constitutional Law
Chapter 5: Tort Law
Chapter 6: Real and Intellectual Property

Part 2 – Contract Law
Chapter 7: Introduction to Contracts and Agreement
Chapter 8: Consideration
Chapter 9: Capacity and Legality
Chapter 10: Reality of Assent
Chapter 11: Contracts in Writing and Third-Party Contracts
Chapter 12: Discharge and Remedies

Part 3 – Domestic and International Sales Law
Chapter 13: Formation and Performance of Sales and Lease Contracts
Chapter 14: Sales and Lease Contracts: Performance, Warranties, Remedies

Part 4 – Negotiable Instruments and Banking
Chapter 15: Negotiable Instruments: Negotiability and Transferability
Chapter 16: Holder in Due Course, Liability, and Defenses

Part 5 – Creditor’s Rights and Bankruptcy
Chapter 17: Secured Transactions, Creditors’ Rights, and Bankruptcy

Part 6 – Agency
Chapter 18: Agency and Liability to Third Parties

Part 7 – Business Organizations
Chapter 19: Forms of Business Organizations
Chapter 20: Partnerships
Chapter 21: Corporations: Formation and Organization
Chapter 22: Securities Regulation

Part 8 – Government Regulation
Chapter 23: Administrative Law

Chapter 22: Securities Regulation

Part 10 – Ethics and Conduct
Chapter 24: Professional Conduct

Appendix A: The Constitution of the United States of America
Appendix B: Uniform Commercial Code
Appendix C: Sarbanes-Oxley Act of 2002

McGraw-Hill Connect Business Law is an online assignment and assessment solution that connects students with the tools and resources they’ll need to achieve success. Connect helps prepare students for their future by enabling faster learning, more efficient studying, and higher retention of knowledge. With Connect, students can engage with their coursework anytime and anywhere, making the learning process more accessible and efficient. Connect also offers you the features described below:

- **Simple Assignment Management** – Creating assignments is easier than ever, so you can spend more time teaching and less time managing.
- **Smart Grading** – When it comes to studying, time is precious. Connect helps students learn more efficiently by providing feedback and practice material when they need it, where they need it. When it comes to teaching, Connect helps you with their coursework anytime and anywhere, making the learning process more accessible and efficient.
- **Instructor Library** – The Connect Instructor Library is your repository for additional resources to improve student engagement in and out of class. You can select and use any asset that enhances your lecture.
- **Student Study Center** – The Connect Student Study Center is the place for students to access additional resources.
- **Student Progress Tracking** – Connect keeps instructors informed about how each student, section, and class is performing, allowing for more productive use of lecture and office hours.
- **Lecture Capture** – Increase the attention paid to lecture discussion by decreasing the attention paid to note taking. For an additional charge, Tegrity Lecture Capture offers new way to for students to focus on the in-class discussion, know they can revisit important topics later.
- **Assurance of Learning Ready**

Many educational institutions today are focused on the notion of assurance of learning, an important element of some accreditation standards. Business Law is designed specifically to support your assurance of learning initiatives with a simple, yet powerful solution. Each test bank question for Business Law maps to a specific chapter learning outcome/objective listed in the text. You can use our test bank software, EZ Test and EZ Test Online, or in Connect Business Law to easily query for learning outcomes/objectives that relate to the learning objectives for your course. You can then use the reporting features of EZ Test to aggregate student results in similar fashion, making the collection and presentation of assurance of learning data simple and easy.

- **McGraw-Hill Connect Plus Business Law** – McGraw-Hill Connect Plus Business Law is the textbook learning experience for the modern student with Connect Plus Business Law. A seamless integration of an eBook and Connect Business Law, which allows for anytime, anywhere access to the textbook; dynamic links between the problems or questions; and a powerful search function to pinpoint and connect key concepts in a snap.
- **New! Learning Objectives** – Each chapter opens with learning objectives that are tied to AACSB standards. They inform you of specific outcomes you should have after finishing the chapter.
- **CREATE, our NEW Custom Textbook Option** Craft your teaching resources to match the way you teach! With McGraw-Hill Create, www.mcgrawhillcreate.com, you can easily rearrange chapters, combine material from other content sources, and quickly upload content you have written like your course syllabus or teaching notes. Find the content you need in Create by searching through thousands of leading McGraw-Hill textbooks. Arrange your book to fit your teaching style. Create even allows you to personalize your book’s appearance by selecting the cover and adding your name, school, and course information. Order a Create book and you’ll receive a complimentary print review copy in 3–5 business days or a complimentary electronic review copy in your personal dashboard.
Law for Business
11th Edition
By A James Barnes, Terry M Dworkin and Eric L Richards of Indiana University-Bloomington

2012 (January 2011) / 1056 pages
ISBN: 9780073377711
ISBN: 9780071314572 [IE]

www.mhhe.com/barnes11e

Law for Business has provided students with a comprehensive, yet concise treatment of the legal issues of fundamental importance to business students and the business profession. The cases, which have always been a strong feature, are edited and re-written by the authors, who divide the material into three categories: facts, issues, decisions. The authors, Barnes, Dworkin, and Richards, choose cases that are appropriate to explain precedent and history as well as include “hot topic” cases that relate to current events. In addition to case applications, the authors use such techniques as content summaries to apply concepts to practice. Effective managers and employees must develop knowledge of both law and business because people involved in business also are involved in, and greatly affected by, the laws concerning business.

NEW TO THIS EDITION

New Features:

Learning Objectives – Open the chapter, and are referenced with icons throughout the chapter.

CONTENTS

PART ONE Introduction to the Law
Chapter 1 Law, Legal Reasoning, and the Legal Profession
Chapter 2 Dispute Settlement
Chapter 3 Business Ethics and Corporate Social Responsibility
Chapter 4 Business and the Constitution

Part 10 Corporations
Chapter 41 History and Nature of Corporations
Chapter 42 Organization and Financial Structure of Corporations
Chapter 43 Management of Corporations
Chapter 44 Shareholders’ Rights and Liabilities
Chapter 45 Securities Regulation
Chapter 46 Legal and Professional Responsibilities of Auditors, Consultants, and Securities Professionals
Chapter 47 Administrative Law
Chapter 48 The Federal Trade Commission Act and Consumer Protection Laws
Chapter 49 Antitrust: The Sherman Act
Chapter 50 The Clayton Act, The Robinson-Patman Act, and Antitrust Exemptions and Immunities
Chapter 51 Employment Law
Chapter 52 Environmental Regulation

Appendix A The Constitution of the United States of America
Appendix B The Uniform Commercial Code, Articles 2, 2A, 3, 4, 7, and 9
Glossary
Index
UPDATE TO FUNDAMENTALS OF BUSINESS LAW
6th Edition
By Margaret Barron, Adelaide Institute of TAFE
2010 (September 2010)
ISBN: 9780071014007 (with 2011 Update)
McGraw-Hill Australia Title
www.mhhe.com/au/barron6e

This highly-regarded text has been completely updated to meet the needs of business students undertaking the introductory study of business law. Renowned for its readability, the fifth edition builds on this reputation with an improved layout, designed to encourage and enhance students’ understanding of the essentials of business law. The robust theory in the text has been supplemented by case studies and newspaper articles, providing students with a real-life focus and further opportunity for discussion. The fifth edition contains both new and updated cases, including a number of new cases in the area of torts. Many of the featured cases are highly topical, for example, Waverley Municipal Council v Swain, which deals with liability of a public authority for negligence, and includes a discussion of the 2005 High Court judgment. This book is specifically for students who are studying business law as part of a business studies course whether the main focus of that course is commerce, accounting, management, human resources or another area of business.

NEW TO THIS EDITION
❖ NEW E-COMMERCE CHAPTER

Due to adopter and reviewer feedback, the 5th edition will include a new chapter on e-Commerce law.

❖ CASE STUDIES

All current cases have been revised and updated. Special attention has been devoted to revised cases in the area of torts.

FEATURES
❖ LAW IN ACTION

The Law in Action feature gives students a functional demonstration of how certain laws work in society.

❖ MARGIN NOTES

Placed strategically, these notes highlight features such as web-link references, key words and topics.

❖ WEB LINKS

Each chapter includes web-links to relevant online material, to ensure students can easily cross-reference examples and readings.

INTRODUCTION TO BUSINESS LAW IN SINGAPORE
4th Edition
By Ravi Chandran, National University of Singapore
2010 (November 2010) / 300 pages
ISBN: 9780071272179
An Asian Publication

Introduction to Business Law in Singapore provides readers with the fundamentals of business law as applied in Singapore. This book is essentially written for students who intend to take business law as a subject. It addresses students’ difficulties in understanding the law by providing many clear examples and making the book as practical as possible. Non-law students without prior legal training will find that this book makes the law accessible to them.
Preface
Law Report
Abbreviations
Table of Cases
Table of Legislation
Chapter 1: Introduction to Law
The Essence of Law
Law and Ethics
Law and Business
Law of Singapore
Sources of Law in Singapore
Criminal and Civil Law
Methods of Resolving Civil Disputes
Methods of Enforcing Civil Judgements
Obtaining Legal Advice
Chapter 2: Contract Law: Essentials of a Contract
Offer
Acceptance
Consideration
Intention to Create Legal Relations
Writing
Variation of Contract
Parties to the Contract
Chapter 3: Contract Law: Terms of a Contract
Express terms
Implied terms
Effect of Breach of Express or Implied Terms
Exclusion or Limitation Clauses
Chapter 4: Contract Law: Factors Vitiating a Contract
Incapacity
Illegality
Contract Against Public Policy
Misrepresentation
Duress
Undue Influence
Mistake
Unconscionability
Chapter 5: Contract Law: Terminating of a Contract
Performance
Agreement
Repudiation or Fundamental Breach
Frustration
Chapter 6: Contract Law: Remedies for Breach of a Contract
Damages
Specific Performance
Injunctions
Restitution
Limitation or Actions
Chapter 7: Law of Sale of Goods
Scope of the Sale of Goods Act
Implied Terms
Excluding Liability Imposed by the Sale of Goods Act
Liability of the Manufacturer and Others
Passing of Property
Risk
Delivery
Sale by Persons Who is not the Owner
Seller’s and Buyer’s Remedies
Consumer Protection (Fair Trading) Act
International Sales
Chapter 8: Employment Law
Meaning of the Term “Employee”
Duties of the Employee
Duties of the Employer
Termination of Contract of Employment
Trade Unions and Industrial Relations
Chapter 9: Law of Agency
The Essence of Agency
Agent-Principal Relationship
Principal-Third Party Relationship
Agent-Third Party Relationship
Chapter 10: Law Relating to Business Organisations
Sole Proprietorship
Partnership
Companies
Limited Liability Partnership
Joint Ventures
Chapter 11: Company Law: Members, Directors and Others
Members
Company Secretary and Auditor
Directors
Chapter 12: Company Law: Liquidation and Other Processes
Winding up
Receivership
Judicial Management
Chapter 13: Law of Torts
Tort of Negligence
Tort of Passing Off
Tort of Vicarious Liability
Tort of Conspiracy
Tort of Confidence
Chapter 14: Intellectual Property Law
Trade Marks
Patents
Registered Designs
Copyright
Chapter 15: Credit and Security Law
Loan and Overdrafts
Mortgages or Charges over Land
Mortgages or Charges over Chattels
Company Charges
Security in Respect of Choses in Action
Pledges
Liens
Guarantees
Hire Purchase
Appendix A: Sample Agreement
Appendix B: Researching Singapore Law
Index

TAKING SIDES: CLASHING VIEWS ON LEGAL ISSUES
15th Edition
By M. Ethan Katsh, University of Mass-Amherst

2012 (November 2011) / 448 pages
ISBN: 9780078050282

www.mhhe.com/takingsides

Taking Sides volumes present 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 or challenge questions. Taking Sides readers feature an annotated listing of selected World Wide Web sites. An online Instructor’s Resource Guide with testing material is available for each volume. Using Taking Sides in the Classroom is also an excellent instructor resource. Visit www.mhhe.com/takingsides for more details.

CONTENTS
Unit 1 Law and Terrorism
Issue 1. Should U.S. Citizens Who Are Declared to Be “Enemy Combatants” Be Able to Contest Their Detention Before a Judge?
Issue 2. Does the President Possess Constitutional Authority to Order Wiretaps on U.S. Citizens?

Unit 2 Law and the Individual
Issue 3. Are Violent Video Games Protected by the First Amendment?
Issue 4. Is It Constitutional to Ban “Partial-Birth” Abortions Without Providing for an Exception to Protect the Health of the Mother?
Issue 5. Are Restrictions on Physician-Assisted Suicide Constitutional?
Issue 6. Does the Sharing of Music Files Through the Internet Violate Copyright Laws?
Issue 7. Is the Eighth Amendment Protection Violated If Prisoners Are Deprived of Basic Sustenance, Including Adequate Medical Care?

Unit 3 Law and the State
Issue 8. Should Judges Be Elected Rather Than Appointed?
Issue 9. Do Religious Groups Have a Right to Use Public School Facilities After Hours?
Issue 10. Does the First Amendment Protect Picketing a Funeral Issue
11. Can a School Punish a Student for Speech at a School-Supervised Event Off of School Grounds When That Speech Could Be Viewed As Promoting Illegal Drug Use?
Issue 12. Is a Strip Search of Middle School Students That Is Aimed at Finding Drugs Prohibited Under the Fourth Amendment?
Issue 13. Does the “Cruel and Unusual Punishment” Clause of the Eighth Amendment Bar the Imposition of the Death Penalty on Juveniles?
Issue 14. Is a Sentence of Life in Prison for Stealing $150 Worth of Videotapes Constitutional?
Issue 15. Can Noise Coming from Inside an Apartment and Which the Police Believe Involves the Destruction of Drugs Constitute “Exigent Circumstances” That Allow Police Officers to Enter and Search a Home Without a Warrant?
Issue 16. Is the Fourth Amendment Search and Seizure Guaranty Violated by the Use of High-Technology Thermal Imaging Devices?

Unit 4 Law and the Community
Issue 17. Is There a Constitutional Right to Possess a Firearm for Private Use?
Issue 18. Are Blanket Prohibitions on Cross Burnings Unconstitutional?
Issue 19. Should Same-Sex Couples Receive Constitutional Protection?
Issue 20. Do Race-Conscious Programs in Public University Admissions Policies Violate the Fourteenth Amendment’s Guarantee of Equal Protection Under the Law?
access to the textbook; dynamic links between the problems or questions; and a powerful search function to pinpoint and connect key concepts in a snap.

Below are some results from Professor Lois Olson using Connect:

“The grades were substantially better,” Olson observes, “and the recorded lectures were the same as in the two previous summers.” In addition to increasing student success, Professor Olson reduced the amount of time she was spending on assignment preparation and grading by more than 88%, from four and a half hours a week to just half an hour.

New! – Daniel R Cahoy from Pennsylvania State University has joined the text as a new co-author. Professor Cahoy is the author of numerous scholarly articles on technology law and regulatory policy and was awarded the Academy of Legal Studies in Business’s Junior Faculty Award of Excellence in 2007. He is a registered patent attorney with a J.D. from the Franklin Pierce Law Center (now University of New Hampshire School of Law) and a B.A. from the University of Iowa. Prior to joining Pennsylvania State University, Professor Cahoy was a litigator at an intellectual property firm in New York City where he specialized in pharmaceutical and biotechnology cases.

New! – With an addition of a new chapter, The Legal and Regulatory Environment of Business contains 22 chapters that place special emphasis on the legal and regulatory aspects of current economic conditions, as well as advances in technology. The sixteenth edition consists of five parts:

- Part One: Introduction to Law introduces students to the law by discussing law as the foundation of business and the ethical practices (or lack thereof) within business and management.
- Part Two: Courts and Dispute Resolution covers ways to resolve disputes by describing the court system, the use of litigation to resolve disputes, and alternatives to the litigation process.
- Part Three: Legal Foundations of Business presents nine chapters on the legal foundations of business that cover everything from the U.S. Constitution to contracts to intellectual property.
- Part Four: Formation and Regulation of Business continues the long tradition of this text emphasizing the importance of government regulation of business activities, with a new chapter on the commerce clause and regulatory process, as well as chapters on anti-trust law, financial and securities regulations, consumer regulation, and environmental regulation.
- Part Five: Employment Relationships focuses on the employer-employee relationship by covering employment discrimination, other employment laws, and labor laws.

CREATE, our NEW Custom Textbook Option – Craft your teaching resources to match the way you teach! With McGraw-Hill Create, www.mcgrawhillcreate.com, you can easily rearrange chapters, combine material from other content sources, and quickly upload content you have written like your course syllabus or teaching notes. Find the content you need in Create by searching through thousands of leading McGraw-Hill textbooks. Arrange your book to fit your teaching style. Create even allows you to personalize your book’s appearance by selecting the cover and adding your name, school, and course information. Order a Create book and you’ll receive a complimentary print review copy in 3–5 business days or a complimentary electronic review copy (eComp) via email in about one hour. Go to www.mcgrawhillcreate.com today and register. Experience how McGraw-Hill Create empowers you to teach your students your way.

Tegrity Campus – Tegrity Campus is a service that makes class time available all the time by automatically capturing every lecture in a searchable format for students to review when they study and complete assignments. With a simple one-click start and stop process, you capture all computer screens and corresponding audio. Students replay any part of any class with easy-to-use browser-based viewing on a PC or Mac.

Blackboard Partnership – McGraw-Hill and Blackboard have teamed up to simplify your life. Now you and your students can access Connect and Create right from within your Blackboard course – all with one single sign-on. The gradebooks are seamless, so when a student completes an integrated Connect assignment, the grade for that assignment automatically (and instantly) feeds your Blackboard grade center. Learn more at www.domorenow.com.

CONTENTS

Part One: Introduction to Law
Chapter 1: Law as a Foundation for Business
Chapter 2: The Role of Ethics in Decision Making

Part Two: Courts and Dispute Resolution
Chapter 3: The Court System
Chapter 4: Litigation
Chapter 5: Alternative Dispute Resolution

Part Three: Legal Foundations of Business
Chapter 6: The Constitution
Chapter 7: The Property System
Chapter 8: Contract Formation
Chapter 9: Contractual Performance and Agency
Chapter 10: Torts Affecting Business
Chapter 11: Intellectual Property
Chapter 12: International Law
Chapter 13: Criminal Law and Business

Part Four: The Regulatory Landscape for Business
Chapter 14: Corporate Governance and Business Organizations
Chapter 15: The Commerce Clause and the Regulatory Process
Chapter 16: Regulating Competition—Antitrust Laws
Chapter 17: Financial and Securities Regulations
Chapter 18: Regulations Protecting Consumers
Chapter 19: Environmental Regulation

Part Five: The Employer-Employee Relationship
Chapter 20: Discrimination in Employment
Chapter 21: Employment Laws
Chapter 22: Labor–Management Relationship

Appendix I Case Briefing and Legal Study Tips
Appendix II Sample Complaint
Appendix III The Constitution of the United States of America
Appendix IV Selected Sections of Article 2 of the Uniform Commercial Code
Appendix V Selected Sections of the Sarbanes-Oxley Act of 2002
Appendix VI Selected Sections of Securities Act of 1933
Appendix VII Selected Sections of Securities Act of 1934
Glossary
Photo Credits
Index
THE LEGAL, ETHICAL, AND REGULATORY ENVIRONMENT OF BUSINESS IN A DIVERSE SOCIETY
By Dawn D. Bennett-Alexander, University of Georgia, Laura F. Hartman, Depaul University and Linda F. Harrison

NEW

2012 (January 2011)
ISBN: 9780073524924
www.mhhe.com/bennett-alexanderLE1e

This is the first legal environment text to take diversity implications into consideration as a normal and necessary part of business decisions. It offers a view of the legal environment of business from the broader perspective of not only the law and its theory, but also how it works in practice taking into consideration the factors of ethics and diversity. The goal of this text is to equip students for the legal, ethical, and diversity implications of the business world they will move into, so that their decisions do not result in surprising, expensive, protracted, and embarrassing litigation that could have easily been avoided.

Instructor’s Supplements: Online Learning Center
- Instructor’s Manual: The Instructor’s Manual, prepared by the authors, provides instructors with a hands-on approach to using this text in a classroom setting.
- Power Points: Two sets of slides per chapter, to be used in-class or as an out-of-class supplement. Created by Stella Sorovigas, Esq. of Grand Rapids Community College.
- Test Bank: The test bank contains approximately 75 true-false, multiple-choice, and essay questions per chapter. The test bank questions are also categorized by Bloom’s taxonomy levels of learning and how they meet various AACSB objectives.
- E-Z Test: A computerized version of the test bank is available, allowing the instructor to generate random tests and to add his or her own questions.
- You Be the Judge Case Videos: With these unscripted videos of typical business law case examples, students can watch as plaintiff and defendant present arguments before a real judge, explain their rationales, and hear the judge’s verdict. Also available is the full set of You Be the Judge cases—this online resource contains the full range of Legal Environment of Business topics and is formatted for easy use in personal computers. Students view background material in addition to hearing the courtroom argument, then must weigh in with their own rulings before hearing the judge’s verdict.
- Blaw Newsletter: The Business Law Newsletter is an easy and effective place for professors to turn for new discussion topics in their Business Law and Legal Environment courses. Published monthly, each newsletter includes: 1. article abstracts with critical thinking questions, 2. video links with discussion questions and answers, 3. case hypotheticals and ethical dilemmas (with answers), 4. teaching tips to help professors incorporate the newsletter into their class, and 5. a chapter key that integrates all of the above with each of our McGraw-Hill Business Law and Legal Environment of Business texts.

FEATURES
- NEW! Connect Business Law is McGraw-Hill’s web-based assignment and assessment platform that helps prepare students for their future by enabling faster learning, more efficient studying, and higher retention of knowledge. Interactive Applications provided for each chapter of the textbook show students how to apply legal concepts to business, stimulate critical thinking, and reinforce key topics. Students receive immediate feedback and can track their progress in their own report. Interactive Applications were developed for Bennett-Alexander 1e in Connect based on actual book-specific content.
- Opening Scenarios, based on real cases and situations, provide a preview of the issues in the chapter in a familiar context.
- Learning Objectives open the chapter, and are referenced with icons throughout the chapter.
- Take Away Boxes provide basic, bottom-line information students need from the chapter content.
- Reality Check Boxes integrate the theoretical information for the chapter with real-life situations for application.
- Diversity in the Law Boxes provide examples of how diversity impacts law and business, and how it can be manifested in many different ways.
- Contemporary, engaging summarized Cases with a minimum of "legalese," followed up with Case Questions geared to get students thinking critically about what they have just read.
- Example Icons help students find exactly where examples are located throughout the text in order to put legal concepts in context.
- UCC in Color: Uniform Commercial Code (UCC) concepts are called out in blue ink in the Contracts and Sales chapter to help students differentiate them.
- Extensive topic coverage, including all traditional legal environment subject matter, allows instructors to individually evaluate the chapters and topics to cover for his/her course; all topics are thorough and complete.
- Thorough incorporation of ethics and strategic ethical decision making as well as Ethics queries integrated throughout the chapters.
- Thorough incorporation of diversity issues throughout the text.
- End of Chapter material:
  - Key Terms and Chapter Summaries
  - Ethics Issue challenges allow students to apply chapter concepts to an ethical dilemma to further understand the litigation behind decisions.
  - Optional Group Exercises, which can be used by groups or by a single student to enhance learning.
  - Review Questions test understanding of chapter topics.

CONTENTS
Part 1 The Background of Law and Ethics
1 Introduction to the Business and Ethics Environment in a Diverse Society
2 Alternative Dispute Resolution
3 The Court System and Legal Process
4 Administrative Law
Part 2 The Business Environment
5 Contracts and Sales
6 Torts
7 Property, Real and Personal
8 Business Crimes
9 Secured Transactions and Bankruptcy
Part 3 Business and Employment Regulation and Financing
10 Agency and Business Organizations
11 The Employment Relationship and Equal Employment Opportunity
12 Labor and Management Relations
13 Securities Regulation and Compliance
14 Antitrust and Trade Regulation
Part 4 Other Considerations for Business
15 Intellectual Property
16 Environmental Law and Business
17 International Law and Business
Appendix A: The Constitution of the United States of America
Appendix B: Uniform Commercial Code: Article 2
In the tenth edition of Law, Business, and Society, Tony McAdams discusses regulating the relationship between business and the larger society in terms of the market, law and ethics/social responsibility. McAdams examines whether the market and ethics/social responsibility have failed, and if government intervention is needed to maintain a healthy relationship between business practice and society's general welfare. The text serves as a general introduction to the legal system, including chapters on constitutional law, the common law of contracts and torts, and employment law. The closely-written narrative, edited law cases, contemporary vignettes from daily life and an abundance of thought-provoking questions help convey key points. In addition, Law, Business, and Society precisely conforms to AACSB International accreditation expectations.

NEW TO THIS EDITION

- Discusses current topics, such as the Dodd-Frank bill, federal stimulus spending, the Consumer Financial Protection Bureau, and the recent court decisions in the Wal-Mart class action and California video game regulation/First Amendment conflict.
- Examines the global evolution of capitalism as nations around the world, particularly China and Russia, shape the relationship between the market and government to fit their particular needs and social/political/economic values.
- Questions the conduct of the business community and the effectiveness of government regulation in a responsible, balanced manner.
- Asks students to think about ethics and social responsibility as central regulatory forces in American business practice, through ethics features in every chapter.
- Provides updates on the heated national debate about how effective government can be in regulating American life.

CONTENTS

Unit One—Business and Society
1. Capitalism and the Role of Government
2. Business Ethics
3. The Corporation and Public Policy: Expanding Responsibilities

Unit Two—Introduction to Law
4. The American Legal System
5. Constitutional Law and the Bill of Rights
6. Contracts
7. Torts and Product Liability

Unit Three—Trade Regulation and Antitrust
8. Government Regulation of Business
9. Business Organizations and Securities Regulation
10. Antitrust Law—Restraints of Trade
11. Antitrust Law—Monopolies and Mergers

Unit Four—Employer—Employee Relations
12. Employment Law I: Employee Rights
13. Employment Law II: Discrimination

Unit Five—Business and Selected Social Issues
15. Consumer Protection
16. Product Liability
17. Environmental Protection
18. Internet Law and Ethics

THE LEGAL ENVIRONMENT OF BUSINESS: A MANAGERIAL APPROACH

Theory to Practice

By Sean Melvin, Elizabethtown College

2011 (October 2010) / 864 pages
ISBN: 9780073377698

www.mhhe.com/melvin1e

This textbook emphasizes bridging the gap between understanding legal doctrines that impact the business environment and how business owners and managers use legal insight to limit liability and manage risk. Its distinct approach focuses on using teaching features, simulations, case studies, examples, and case law that is accessible and engaging because it is specifically tailored for business students.

CONTENTS

UNIT ONE: Fundamentals of the Legal Environment of Business
Chapter 1: Legal Foundations
Chapter 2: Business and the Constitution
Chapter 3: The American Judicial System, Jurisdiction and Venue

UNIT TWO: Resolving Disputes: Litigation and Alternative Dispute Resolution
Chapter 4: Resolving Disputes: Litigation and Alternative Dispute Resolution
Chapter 5: Business, Societal and Ethical Contexts of Law

UNIT THREE: Regulation in the Workplace
Chapter 6: Employment Regulation and Labor Law
Chapter 7: Employment Discrimination

UNIT FOUR: Business Entities, Securities Regulation and Corporate Governance
Chapter 8: Contracts for the Sale of Goods
Chapter 9: Torts and Product Liability

UNIT FIVE: Regulatory Environment of Business
Chapter 10: Agency and Employment Relationships
Chapter 11: Employment Regulation and Labor Law
Chapter 12: Employment Discrimination

APPENDICES:
A) A Student’s Guide to Understanding Cases and Finding the Law
B) The Constitution of the United States of America
C) Excerpts from the Uniform Commercial Code
D) Excerpts from the Sarbanes-Oxley Act of 2002
We learn the best when we, ourselves, discover ideas, concepts and principles through exploration and application. This makes learning a joy. This book is committed to making the learning of law engaging and interesting. A description of the early chapters on the contract law could serve as an illustration of the method of the book. The exercises in the book make the reader familiar with legal provisions. This is strengthened by commentary and review of court cases. The interface of law with management is the organizing theme of the book. Designed for the MBA Students, It would help them become complete managers.

Contents
Chapter 1. Introduction to Law and Business
PART 1: CONTRACT LAW
Chapter 2. Introduction to Contract Law
Chapter 3. Formation of Agreement: Introduction
Chapter 4. Offer and Acceptance: Cases
Chapter 5. Offer and Acceptance: Text
Chapter 6. Business Contracts: Cases
Chapter 7. Business Contracts: Text
Chapter 8. Provisional Acceptance and Revocation
Chapter 9. Rejection and Counter-Offers
Chapter 10. Modalities of Communication
Chapter 11. Formation of Agreement: Cases
Chapter 12. Formation of Agreement: Text
Chapter 13. Time and Place of Contract
Chapter 14. Unilateral and Bilateral Contracts
Chapter 15. Standard Form Contract
Chapter 16. Battle of Forms
Chapter 17. Incorporation of Terms
Chapter 18. Exemption Clauses
Chapter 19. Consideration: Introduction
Chapter 20. Consideration: Cases
Chapter 21. Significance of Consideration
Chapter 22. Implications of Consideration
Chapter 23. Alteration of Contracts
Chapter 24. Parties to Contract
Chapter 25. Capacity to Contract
Chapter 26. Void Contracts
Chapter 27. Voidable Contracts
Chapter 28. Mistake and Contracts
Chapter 29. Restitution and Quasi-Contracts
Chapter 30. Termination of Contracts
Chapter 31. Damages 191
PART 2: SALE OF GOODS
Chapter 32. Sale and Quality of Goods: Cases
Chapter 33. Sale of Goods: Quality
Chapter 34. Sale and Transfer of Ownership: Cases
Chapter 35. Sale of Goods: Transfer of Ownership
Chapter 36. Sale of Goods: Further Developments
PART 3: SPECIAL CONTRACTS
Chapter 37. Bailment: Cases
Chapter 38. Bailment: Text
Chapter 39. Guarantee: Cases
Chapter 40. Guarantee: Text
Chapter 41. Agent, Agency and Principal
Chapter 42. Partnership
PART 4: CONSUMER PROTECTION
Chapter 43. Consumer Protection Act: Cases
Chapter 44. Formation of the Consumer Protection Act
Chapter 45. Unfair Trade Practices: Cases
Chapter 46. Development of the Law on Unfair Trade Practices
PART 5: COMPANY LAW
Chapter 47. Introduction to Company Law
Chapter 48. Incorporation of Companies
Chapter 49. Corporate Personality
Chapter 50. Meeting and Altering the Constitution of the Company
Chapter 51. Share Capital
Chapter 52. Directors
Chapter 53. Prospectus and Raising of Capital
Chapter 54. Securities Regulation
PART 6: INTELLECTUAL PROPERTY RIGHTS
Chapter 55. Law, Liberalisation and Globalisation
Chapter 56. Patents
Chapter 57. Copyright Protection
Chapter 58. Trademark Protection
PART 7: BANKING LAW
Chapter 59. Law and Banking
Chapter 60. Negotiable Instruments
PART 8: LAW AND TAXATION
Chapter 61. Central Excise Tax
Chapter 62. Value Added Tax
Chapter 63. Service Tax
PART 9: MISCELLANEOUS THEMES
Chapter 64. Business and the Fundamental Rights
Chapter 65. Arbitration
Chapter 66. Right to Information Act
Chapter 67. Business and Criminal Liability
Chapter 68. Environment Protection Act
Chapter 69. Indian Legal System
Annexure 1
The Indian Contract Act, 1872
Selected Provisions of the Indian Contract Act, 1872
Annexure 2
The Sale of Goods Act, 1930
Annexure 3
The Consumer Protection Act, 1986
Selected Provisions of the Consumer Protection Act, 1986
Annexure 4
Unfair Trade Practices
Provisions on Unfair Trade Practices in the
Monopolies and Restrictive Trade Practices Act
Annexure 5
The Companies Act, 1956
Selected Provisions of the Companies Act, 1956 and Rules Framed Under it
Annexure 6
Service Tax
Service Tax – Chapter V of the Finance Act, 1994
7. Basic Contract Law  
8. Commercial Law: The UCC  
9. Contract Law for E-Commerce: UCITA, UETA, and UCC Revisions  
10. Basic Tort Law  
11. CyberTorts, Privacy, and Government Regulation  
13. Copyright, Trademarks and Legal Protection of Software  
14. Business Organization and CyberCompanies  

Part 3 Government Regulation  
15. Agency, Electronic Agents and Employment at Will  
16. Employment Law and Protection of Workers  
17. Antidiscrimination Legislation  
18. Consumer Protection and Electronic Transactions  
19. Antitrust and the Interface with Intellectual Property  
20. Government Regulation of Securities and Online Trading  
21. Environmental Law  
22. Cybertrash: Pornography, Fraud, Cyber Crime and SPAM  
23. Jurisdiction and International Issues  

International Business Law

INTERNATIONAL BUSINESS LAW
By John H. Willes and John A. Willes of Queen’s University  
2005 / 672 pages  
ISBN: 9780071238465 [IE]  

CONTENTS

PART ONE – The Environment of International Business Law  
Ch. 1 – The International Business Environment  
Ch. 2—The Foundations of the International Environment  
Ch. 3—The International Law Foundations of International Business Law  
Ch. 4—Public Organizations and International Agreements  
Ch. 5 – Regional Integration  

PART TWO – INTERNATIONAL BUSINESS LAW TRANSACTIONS  
Ch. 6 – Importing  
Ch. 7 – Direct Sale of Goods Exports  
Ch. 8 – Transportation & Logistics  
Ch. 9 – Trade Payment and Finance  
PART THREE ALTIUS AND FORTIUS: TRANSACTIONS WITH HIGHER AND STRONGER FOREIGN MARKET COMMITMENTS  
Ch. 10—International Distribution  
Ch. 11—Intellectual Property and Licensing  
Ch. 12—Foreign Investment  
Ch. 13 – International Alternative Dispute Resolution  
Ch. 14—Taxation of International Business Transactions  

Employment Law

EMPLOYMENT LAW FOR BUSINESS
7th Edition

By Dawn BennettAlexander, University of Georgia and Laura P. Hartman, University of WisconsinMadison  
2012 (December 2011) / 896 pages  
ISBN: 9780073524962  

Bennett-Alexander and Hartman’s Employment Law for Business, 7/e addresses law and employment decisions from a managerial perspective. It is intended to instruct students on how to manage effectively and efficiently with full comprehension of the legal ramifications of their decisions. Students are shown how to analyze employment law facts using concrete examples of management-related legal dilemmas that do not present clear-cut solutions. The methods of arriving at resolutions are emphasized, so that when the facts of the workplace problem are not quite the same, the student can still reach a good decision based on the legal considerations required by law, which remain relevant.  

NEW TO THIS EDITION  
- New Chapter 2, “The Employment Law Toolkit: Resources for Understanding the Law and Recurring Legal Concepts” introduces concepts that will be applied throughout the text.  
- As with previous editions, seminal cases have been retained but Examples, Cases and End-of-Chapter Questions have been Updated to a significant extent.  
- Background in relevant social or political movements as well as in legislative history and other relevant considerations help students understand the reasons behind the laws.  

CONTENTS

PART ONE: The Regulation of the Employment Relationship  
1. The Regulation of Employment  
2. The Employment Law Toolkit: Resources for Understanding the Law and Recurring Legal Concepts  
3. Title VII of the Civil Rights Act of 1964  
4. Legal Construction of the Employment Environment  

PART TWO: The Regulation of Discrimination in Employment  
5. Affirmative Action  
6. Race and Color Discrimination  
7. National Origin Discrimination  
8. Gender Discrimination  
9. Sexual Harassment  
10. Affinity Orientation Discrimination  
11. Religious Discrimination  
12. Age Discrimination  
13. Disability Discrimination  

PART THREE: The Regulation of the Employment Environment  
14. The Employee’s Right to Privacy and Management of Personal Information  
15. Labor Law  
16. Selected Employment Benefits and Regulations
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Society</td>
<td>80</td>
</tr>
<tr>
<td>Business Environment</td>
<td>112</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>81</td>
</tr>
<tr>
<td>Business in Asia</td>
<td>75</td>
</tr>
<tr>
<td>Business Policy &amp; Strategic Management - Software</td>
<td>111</td>
</tr>
<tr>
<td>Business Policy &amp; Strategic Management - Textbooks</td>
<td>99</td>
</tr>
<tr>
<td>Change</td>
<td>87</td>
</tr>
<tr>
<td>Compensation</td>
<td>65</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>95</td>
</tr>
<tr>
<td>Entrepreneurship - Supplements</td>
<td>99</td>
</tr>
<tr>
<td>Human Relations</td>
<td>51</td>
</tr>
<tr>
<td>Human Resource Management - Supplements</td>
<td>61</td>
</tr>
<tr>
<td>Human Resource Management - Textbooks</td>
<td>53</td>
</tr>
<tr>
<td>Human Resource Strategy</td>
<td>63</td>
</tr>
<tr>
<td>International Business - Supplements</td>
<td>74</td>
</tr>
<tr>
<td>International Business - Textbooks</td>
<td>71</td>
</tr>
<tr>
<td>International Human Resource Management</td>
<td>69</td>
</tr>
<tr>
<td>International Management</td>
<td>76</td>
</tr>
<tr>
<td>Labor Relations &amp; Collective Bargaining</td>
<td>67</td>
</tr>
<tr>
<td>Leadership</td>
<td>88</td>
</tr>
<tr>
<td>Management &amp; Organizational Behavior Combination</td>
<td>49</td>
</tr>
<tr>
<td>Management Skills</td>
<td>52</td>
</tr>
<tr>
<td>Negotiation</td>
<td>92</td>
</tr>
<tr>
<td>Organizational Behavior - Supplements</td>
<td>49</td>
</tr>
<tr>
<td>Organizational Behavior - Textbooks</td>
<td>40</td>
</tr>
<tr>
<td>Organization Development</td>
<td>86</td>
</tr>
<tr>
<td>Principles of Management - Readings / Supplements</td>
<td>38</td>
</tr>
<tr>
<td>Principles of Management - Textbooks</td>
<td>31</td>
</tr>
<tr>
<td>Small Business Management</td>
<td>94</td>
</tr>
<tr>
<td>Staffing</td>
<td>64</td>
</tr>
<tr>
<td>Supervision</td>
<td>39</td>
</tr>
<tr>
<td>Technology &amp; Innovation</td>
<td>113</td>
</tr>
<tr>
<td>Training and Development</td>
<td>66</td>
</tr>
<tr>
<td>Title</td>
<td>Author</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Managing Organizational Behavior: What Great Managers Know and Do, 2e</td>
<td>Baldwin</td>
</tr>
<tr>
<td>International Business, 13e</td>
<td>Ball</td>
</tr>
<tr>
<td>Management: Leading and Collaborating in the Competitive World, 10e</td>
<td>Bateman</td>
</tr>
<tr>
<td>Human Resource Management, 6e</td>
<td>Bernardin</td>
</tr>
<tr>
<td>Managing Human Resources, 9e</td>
<td>Cascio</td>
</tr>
<tr>
<td>Organizational Behavior: Improving Performance and Commitment in the Workplace, 3e</td>
<td>Colquitt</td>
</tr>
<tr>
<td>Essentials of Strategic Management: The Quest for Competitive Advantage, 3e</td>
<td>Gamble</td>
</tr>
<tr>
<td>International Business, 9e</td>
<td>Hill</td>
</tr>
<tr>
<td>Human Resource Management, 12e</td>
<td>Ivancevich</td>
</tr>
<tr>
<td>Essentials of Contemporary Management, 5e</td>
<td>Jones</td>
</tr>
<tr>
<td>Organizational Behavior, 10e</td>
<td>Kreitner</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 12/13, 21e</td>
<td>Maidment</td>
</tr>
<tr>
<td>Manager’s Hot Seat Online Access Card, 2e</td>
<td>McGraw-Hill/Inwrn</td>
</tr>
<tr>
<td>Organizational Behavior, 6e</td>
<td>McShane</td>
</tr>
<tr>
<td>Supervision: Managing for Results, 10e</td>
<td>Newstrom</td>
</tr>
<tr>
<td>Human Resource Management, 8e</td>
<td>Noe</td>
</tr>
<tr>
<td>Strategic Management, 13e</td>
<td>Pearce</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views in Human Resource Management, 2e</td>
<td>Rao</td>
</tr>
<tr>
<td>Annual Editions: Business Ethics 12/13, 24e</td>
<td>Richardson</td>
</tr>
<tr>
<td>Strategic Management: Concept</td>
<td>Rothaermel</td>
</tr>
<tr>
<td>Strategic Management: Concepts and Cases</td>
<td>Rothaermel</td>
</tr>
<tr>
<td>Business Management for the Personal Fitness Trainer</td>
<td>Ware</td>
</tr>
</tbody>
</table>
## MANAGEMENT

### 2012

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspirational Leadership: Skills and Tools to Create an Entrepreneurial Workforce</td>
<td>Aubrey</td>
<td>9780071327732</td>
<td>90</td>
</tr>
<tr>
<td>Employment Skills: An Introduction, 3e [UK CIPD]</td>
<td>Daniels</td>
<td>9781843983040</td>
<td>53</td>
</tr>
<tr>
<td>Entrepreneurship and Small Firm, 6e [UK]</td>
<td>Deakins</td>
<td>9780077136451</td>
<td>95</td>
</tr>
<tr>
<td>Interpersonal Skills in Organizations, 4e</td>
<td>De Janasz</td>
<td>9780078112560</td>
<td>52</td>
</tr>
<tr>
<td>Strategic Management: Creating Competitive Advantages, 6e</td>
<td>Dess</td>
<td>9780077439569</td>
<td>103</td>
</tr>
<tr>
<td>Strategic Management: Text and Cases, 6e</td>
<td>Dess</td>
<td>9780078029318</td>
<td>104</td>
</tr>
<tr>
<td>Labor Relations, 11e</td>
<td>Fossum</td>
<td>9780078029158</td>
<td>67</td>
</tr>
<tr>
<td>People and Organizational Development [UK CIPD]</td>
<td>Francis</td>
<td>9781843982692</td>
<td>54</td>
</tr>
<tr>
<td>M: International Business</td>
<td>Geringer</td>
<td>9780078029370</td>
<td>76</td>
</tr>
<tr>
<td>Business Ethics Now, 3e</td>
<td>Ghillyer</td>
<td>9780073524696</td>
<td>81</td>
</tr>
<tr>
<td>Management Now, 2e</td>
<td>Ghillyer</td>
<td>9780073377292</td>
<td>31</td>
</tr>
<tr>
<td>Organizations: Behavior, Structure, Processes, 14e</td>
<td>Gibson</td>
<td>9780078112669</td>
<td>41</td>
</tr>
<tr>
<td>Staffing Organizations, 7e</td>
<td>Heneman III</td>
<td>9780078112683</td>
<td>64</td>
</tr>
<tr>
<td>Leadership: Enhancing the Lessons of Experience, 7e</td>
<td>Hughes</td>
<td>9780078112652</td>
<td>88</td>
</tr>
<tr>
<td>Organizational Behavior: Key Concepts, Skills &amp; Best Practices, 5e</td>
<td>Kinicki</td>
<td>9780078137204</td>
<td>42</td>
</tr>
<tr>
<td>International Management: Culture, Strategy and Behavior, 8e</td>
<td>Luthans</td>
<td>9780078112577</td>
<td>77</td>
</tr>
<tr>
<td>Human Resource Management at Work, 5e [UK CIPD]</td>
<td>Marchington</td>
<td>9781843982678</td>
<td>54</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 11/12, 20e</td>
<td>Maidment</td>
<td>9780073528670</td>
<td>61</td>
</tr>
<tr>
<td>Annual Editions: Management, 16e</td>
<td>Maidment</td>
<td>9780073528632</td>
<td>38</td>
</tr>
<tr>
<td>The Art of Leadership, 4e</td>
<td>Manning</td>
<td>9780078029080</td>
<td>89</td>
</tr>
<tr>
<td>Brainfruit [Asian Prof]</td>
<td>Mason</td>
<td>9780071324953</td>
<td>98</td>
</tr>
<tr>
<td>M: Organizational Behavior</td>
<td>McShane</td>
<td>9780078029417</td>
<td>43</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views in Business Ethics and Society, 12e</td>
<td>Newton</td>
<td>9780073527352</td>
<td>85</td>
</tr>
<tr>
<td>Annual Editions: Business Ethics 11/12, 23e</td>
<td>Richardson</td>
<td>9780073528656</td>
<td>85</td>
</tr>
<tr>
<td>New Venture Creation: Entrepreneurship for the 21st Century, 9e</td>
<td>Spinelli</td>
<td>9780078029103</td>
<td>96</td>
</tr>
<tr>
<td>Business, Government and Society: A Managerial Perspective, 13e</td>
<td>Steiner</td>
<td>9780078112676</td>
<td>80</td>
</tr>
<tr>
<td>Crafting &amp; Executing Strategy: The Quest for the Competitive Advantage</td>
<td>Thompson</td>
<td>9780078112720</td>
<td>106</td>
</tr>
<tr>
<td>Crafting &amp; Executing Strategy: Text and Readings, 18e</td>
<td>Thompson</td>
<td>9780077325176</td>
<td>107</td>
</tr>
</tbody>
</table>
### MANAGEMENT

**2011**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malaysian Industrial Relations and Employment, 7e [Asian]</td>
<td>Aminuddin</td>
<td>9789675771262</td>
<td>67</td>
</tr>
<tr>
<td>Transnational Management: Text and Cases, 6e [Asian Adaptation]</td>
<td>Bartlett</td>
<td>9780078137112</td>
<td>78</td>
</tr>
<tr>
<td>Employment Relations: Theory &amp; Practice, 2e [Aust]</td>
<td>Bray</td>
<td>9780070287266</td>
<td>67</td>
</tr>
<tr>
<td>International Human Resource Management, 3e [UK CIPD]</td>
<td>Brewster</td>
<td>9781843982661</td>
<td>69</td>
</tr>
<tr>
<td>Organizational Behavior, 4e [UK]</td>
<td>Buelens</td>
<td>978007129989</td>
<td>43</td>
</tr>
<tr>
<td>Introduction to Organizational Behavior [UK CIPD]</td>
<td>Butler</td>
<td>9781843982470</td>
<td>55</td>
</tr>
<tr>
<td>Ethics and Social Responsibility: Asian and Western Perspectives, 2e [Asian]</td>
<td>Chan</td>
<td>9780071088398</td>
<td>82</td>
</tr>
<tr>
<td>Winning Corporate Reputation Strategies: Lessons from Asia Pacific [Asian Prof]</td>
<td>Chong</td>
<td>9780071327039</td>
<td>75</td>
</tr>
<tr>
<td>Understanding Employment Relations, 2e [UK]</td>
<td>Dundon</td>
<td>9780077127411</td>
<td>68</td>
</tr>
<tr>
<td>Business Ethics and Corporate Governance [India]</td>
<td>Ghosh</td>
<td>9780071333320</td>
<td>83</td>
</tr>
<tr>
<td>Fundamentals of Management [Asian]</td>
<td>Kant</td>
<td>9780071313636</td>
<td>50</td>
</tr>
<tr>
<td>Business and Society: An Asian Perspective [Asian]</td>
<td>Lawrence</td>
<td>9780071088039</td>
<td>81</td>
</tr>
<tr>
<td>The Business Environment, 7e [UK]</td>
<td>Palmer</td>
<td>9780077130015</td>
<td>112</td>
</tr>
<tr>
<td>Productivity: Winning in Life [Asian Prof]</td>
<td>Podolinsky</td>
<td>9780071324625</td>
<td>53</td>
</tr>
<tr>
<td>Management &amp; Organizational Behavior [India]</td>
<td>Rudani</td>
<td>9780071077934</td>
<td>50</td>
</tr>
<tr>
<td>Fundamentals of Management, 2e [UK]</td>
<td>Smith</td>
<td>9780077126903</td>
<td>34</td>
</tr>
<tr>
<td>New Venture Creation: An Asian Perspective [Asian]</td>
<td>Timmons</td>
<td>9780071088060</td>
<td>97</td>
</tr>
<tr>
<td>Asian Leadership: What Works [Asian Prof]</td>
<td>Ulrich</td>
<td>9780071084307</td>
<td>90</td>
</tr>
</tbody>
</table>
Principles of Management - Textbooks

INTERNATIONAL EDITION

MANAGEMENT
Leading and Collaborating in the Competitive World, 10th Edition
By Thomas S Bateman, University of VA-Charlottesville and Scott A Snell, Cornell University
2013 (January 2012) / 800 pages
ISBN: 9780078029332
ISBN: 9780071318037 [IE]
www.mhhe.com/bateman10e
(Details unavailable at press time)

INTERNATIONAL EDITION

ESSENTIALS OF CONTEMPORARY MANAGEMENT
5th Edition
By Gareth R Jones, Texas A & M University and Jennifer M George, Rice University
2013 (January 2012) / 576 pages
ISBN: 9780078029349
ISBN: 9780071318082 [IE]
(Details unavailable at press time)

Many principles of management textbooks make the assumption that students already have a stable understanding of the subject. Management: A Real World Approach, combines the theory students need with examples within their grasp as well as providing reinforcing exercises and activities to help them retain and apply what they have learned. The text and ancillary materials help address the question that many students ask when taking a principles of management course: “What does management mean to me?”

NEW TO THIS EDITION

- From the Perspective Of... helps students to see the chapter concepts through the perspective of a variety of professions, tying management to real-world career examples.
- First Line Focus highlights situations that students may face as first-time managers. These brief, real-world vignettes put students in a dilemma that the concepts in the chapter help them solve.

CONTENTS

Part 1: Foundations
1: What Is Management?
2: A Brief History of Management
3: Communication Skills
4: Decision-Making Skills
Part 2: Planning and Leadership
5: Planning and Strategic Management
6: Leadership and Culture
Part 3: Organization and Control
7: Organizing Work
8: Organizing Structure
9: Managing People
10: Motivating People
11: Exercising Control
12: Operations Control
Part 4: The Future of Management
13: Contemporary Issues
14: Management in the 21st Century
Glossary
Photo credits
References
Index

REVIEW COPY
(Available for course adoption only)
To request for a review copy,
- contact your local McGraw-Hill representatives or,
- fax the Review Copy Request Form found in this catalog or,
- e-mail your request to mghasia_sg@mcgraw-hill.com or,
- submit online at www.mheducation.asia
Chapter 2: The Evolution of Management

One: Foundations of Management
1. Managing
   - Appendix A: The Evolution of Management

Part Two: Planning: Delivering Strategic Value
4. Planning and Strategic Management
5. Ethics and Corporate Responsibility
   - Appendix B: The Caux Round Table Principles of Ethics

Part Three: Organizing: Building a Dynamic Organization
8. Organization Structure
9. Organizational Agility
10. Human Resources Management
11. Managing the Diverse Workforce

Part Four: Leading: Mobilizing People
12. Leadership
13. Motivating for Performance
14. Teamwork
15. Communicating

Part Five: Controlling: Learning and Changing
16. Managerial Control
17. Managing Technology and Innovation

Appendix E: Operations Management in the New Economy
18. Creating and Managing Change

Glossary
Notes
Photo Credits
Indexes
Chapter 3 Values, Attitudes, Emotions, and Culture: The Manager as a Person

Part Two: The Environment of Management
Chapter 4 Ethics and Social Responsibility
Chapter 5 Managing Diverse Employees in a Multi-Cultural Environment
Chapter 6 Managing in the Global Environment

Part Three: Decision-Making, Planning, and Strategy
Chapter 7 Decision Making, Learning, Creativity, and Entrepreneurship
Chapter 8 The Manager as a Planner and Strategist
Chapter 9 Value Chain Management: Functional Strategies for Competitive Advantage

Part Four: Managing Organizational Architecture
Chapter 10 Managing Organizational Structure and Culture
Chapter 11 Organizational Control and Change
Chapter 12 Human Resource Management
Part Five: Managing Individuals and Groups
Chapter 13 Motivation and Performance
Chapter 14 Leadership
Chapter 15 Effective Groups and Teams

Part Six: Controlling Critical Organizational Processes
Chapter 17 Managing Conflict, Politics, and Negotiation
Chapter 18 Using Advanced Information Technology to Increase Performance

Part 4 ORGANIZING AND CHANGE
Chapter 17: Designing Organizational Structure
Chapter 8: Control, Change, and Entrepreneurship

PART 5 LEADING INDIVIDUALS AND GROUPS
Chapter 9: Motivation
Chapter 10: Leaders and Leadership
Chapter 11: Effective Team Management
Chapter 12: Building and Managing Human Resources

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

INTERNATIONAL EDITION

ESSENTIALS OF CONTEMPORARY MANAGEMENT
4th Edition
By Gareth R. Jones, Texas A & M University and Jennifer M George, Rice University
2011 (January 2010) / 592 pages
ISBN: 9780078137228
ISBN: 9780071220927 [IE]

www.mhhe.com/jones4e

Jones/George, Essentials of Contemporary Management is the concise edition of the market bestselling textbook by the same author team. 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. This is accomplished thru a diverse set of examples, and the unique, and most popular feature of the text, the “Manager as a Person” Chapter 2. This chapter discusses managers as real people with their own personalities, strengths, weaknesses, opportunities, and problems and this theme is carried thru the remaining chapters. This text also discusses 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 are integrated throughout.

CONTENTS
PART 1 MANAGEMENT AND MANAGERS
Chapter 1: The Management Process Today
Appendix A History of Management Thought
Chapter 2: Values, Attitudes, Emotions, and Culture: The Manager as a Person

PART 2 THE ENVIRONMENT OF MANAGEMENT
Chapter 3: Managing Ethics and Diversity
Chapter 4: Managing in the Global Environment
PART 3 PLANNING, DECISION MAKING, AND COMPETITIVE ADVANTAGE
Chapter 5: Decision Making, Learning, Creativity, and Entrepreneurship
Chapter 6: Planning, Strategy, and Competitive Advantage

INTERNATIONAL EDITION

MANAGEMENT
5th Edition
By Angelo Kinicki, Arizona State University-Tempe and Brian K Williams
2011 (October 2010) / 608 pages
ISBN: 9780078112713
ISBN: 9780071220958 [IE]

www.mhhe.com/kw5e

Blending scholarship and imaginative writing, ASU business professor Kinicki (of Kreitner/Kinicki Organizational Behavior 9e) and writer Williams (of Williams/Sawyer Using Information Technology 7e and other college texts) have created a highly readable introductory management text with a truly unique student-centered layout that has been 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 and also emphasize the practicality of the subject matter. In addition, instructor and students are given supported by a wealth of classroom-tested resources.

CONTENTS
PART 1 INTRODUCTION
1. The Exceptional Manager: What You Do, How You Do It
2. Management Theory: Essential Background for the Successful Manager

PART 2 THE ENVIRONMENT OF MANAGEMENT
3. The Manager’s Changing Work Environment & Ethical Responsibilities
4. Global Management: Managing Across Borders

PART 3 PLANNING
5. Planning: The Foundation of Successful Management

PART 4 ORGANIZING
6. Organizational Culture, Structure, & Design: Building Blocks of the Organization
9. Human Resource Management: Getting the Right People for Managerial Success
10. Organizational Change & Innovation: Lifelong Challenges for the Exceptional Manager

PART 5 LEADING
11. Managing Individual Differences & Behavior: Supervising People as People
12. Motivating Employees: Achieving Superior Performance in the Workplace
13. Groups & Teams: Increasing Cooperation, Reducing Conflict
14. Power, Influence, & Leadership: From Becoming a Manager to Becoming a Leader
15. Interpersonal & Organizational Communication: Mastering the Exchange of Information
16. Control: Techniques for Enhancing Organizational Effectiveness

Epilogue: The Future of Management and the Keys to Your Managerial Success

Appendix: The Project Planner’s Toolkit: Flowcharts, Gantt Charts, & Break-Even Analysis

NEW

FUNDAMENTALS OF MANAGEMENT
2nd Edition
By Mike Smith, Manchester Business School

2011 (February 2011) / 480 pages
ISBN: 9780077126933
McGraw-Hill UK Title

www.mcgraw-hill.co.uk/textbooks/mikesmith

Fundamentals of Management 2e takes a straightforward and student-centred approach from a business perspective, providing a concise yet comprehensive foundation in the basic concepts of management. Retaining the directness and simplicity that was a valued feature of the first edition, this new edition has been fully revised and updated with:

- NEW chapters on Planning and Strategy, Leadership and Change.
- NEW sections on e-commerce and supply chain management
- MORE on the Organizational Context, Power and Motivation

CONTENTS

Part 1: What is management?
1. Defining management
2. The organisational context of management
3. The historical context of management

Part 2: Management processes
4. Planning and strategy
5. Organising processes and structures
6. Organisational change
7. Selecting, training and motivating people
8. Leading and leadership
9. Making decisions
10. Control
11. Reporting & communicating
12. Budgeting

Part 3: Management functions
13. Introduction to management functions
14. The marketing function
15. The operations function
16. The human resource function
17. The finance and accounting function
18. Information and e-Commerce

Part 4: Special topics in management
19. Social responsibility and ethics
20. Management fads and management research

MANAGEMENT
A Pacific Rim Focus, 6th Edition
By Kathryn (Kay) M Bartol, University of Maryland-College Park, Margaret Tein, Royal Melbourne Institute of Technology (RMIT), Graham Matthews, Royal Melbourne Institute of Technology, Bishnu Sharma, University of Sunshine Coast, Brenda Scott-Ladd, Graduate School of Business, Curtin University of Technology

2010 (October 2010)
ISBN: 9780071012928 (and Connect Plus)

McGraw-Hill Australia Title

www.mhhe.com/au/bartolbe

This sixth edition of the highly successful Australian adaptation Management: A Pacific Rim Focus is authored by Bartol, Tein, Matthews, Sharma & new author, Brenda Scott-Ladd. The text follows a traditional approach to management in content and topic emphasis. Among many improvements, Management 6e offers a more streamlined approach with all case studies now being located at the end of each chapter for ease of access. This edition is informed by extensive market feedback to create a text that addresses the needs of contemporary students and lecturers, with greater coverage of management issues relevant to SMEs, improved referencing and a cleaner internal design. Key terms have been defined in international phonetics to assist international students with pronunciation.

In September 2011 the text will be updated with the release of the ‘Hot Topics Enhancement’. This 32p booklet is designed to increase currency and relevancy during the book’s life cycle

CONTENTS

Part 1: Introduction
Ch. 1 The challenge of management
Ch. 2 Pioneering ideas in management
Ch. 3 Understanding internal and external environments
Ch. 4 Social responsibility and ethics in management

Part 2: Planning and decision making
Ch. 5 Managerial decision making
Ch. 6 Establishing goals, plans and strategies
Ch. 7 Managing organisations through change and conflict
Ch. 8 Fostering an innovative organisation

Part 3: Organising
Ch. 9 Strategic organisation structure and design
Ch. 10 Human resource management

Part 4: Leading
Ch. 11 Motivation
Ch. 12 Leadership
Ch. 13 Managerial communication
Ch. 14 Managing groups and teams

Part 5: Controlling
Ch. 15 Controlling the organisation
Ch. 16 Operations management

Part 6: The international setting
Ch. 17 International management
Ch. 18 The regional context

Glossary
Index
MANAGEMENT FOUNDATIONS
A Pacific Rim Focus, 3rd Edition
By Kathryn (Kay) M Bartol, University of Maryland-College Park, Margaret Tein and Graham Matthews of Royal Melbourne Institute of Technology, Bishnu Sharma, University of the Sunshine Coast, and Brenda Scott-Ladd, Curtin University
2010 (November 2010)
ISBN: 9780071012249 (with Connect Plus)
McGraw-Hill Australia Title
www.mhhe.com/au/bartol_foundations3e

Designed to perfectly meet the needs of a one semester course, Management Foundations: A Pacific Rim Focus 3e has been totally revised and updated to ensure it remains the best learning resource in the market. It’s more comprehensive yet more accessible and innovative than ever. Now packaged with Connect Plus, academics and students alike will benefit from online access to an eBook, end of chapter questions and assignments, a testbank, automatic grading and Connect Interactives (a unique video based learning tool). We’ve also added a great suite of new local videos that bring the principles of management to life. The text follows a traditional approach to management in content and topic emphasis and this edition is informed by extensive market feedback. As a result Management Foundations: A Pacific Rim Focus 3e now contains even more relevant and significant regional case studies, new examples and current impacts (such as sustainability and the Global Financial Crisis) and greater focus on SME’s. In response to the increasing number of English as a second language students studying management, we have also created a unique Mandarin glossary and an international phonetic pronunciation guide for key terms – making it easier for all students to get to grips with the subject. With Management Foundations 3e you access a guide for key terms – making it easier for all students to get to grips with the subject. With Management Foundations 3e you access a guide for key terms – making it easier for all students to get to grips with the subject.

CONTENTS
Part 1 Introduction
1. The challenge of management
2. Understanding internal and external environments
3. Social responsibility and ethics in management
Part 2 Planning and decision making
4. Managerial decision making
5. Establishing goals, plans and strategies
Part 3 Organising
6. Managing organisations through change and conflict
7. Human resource management
Part 4 Leading
8. Motivation
9. Leadership
10. Managerial communication
11. Managing groups and teams
Part 5 Controlling
12. Controlling the organisation
13. International management
14. The regional context (online only)
Glossary
Index

MANAGEMENT
Concept, Practice & Cases
By Kharminder Ghuman, Ministry of Eduaction-State of Eritrea and K Aswathappa, Canara Bank School of Management Studies-Bangalore
2010 (May 2010) / 672 pages
ISBN: 9780070682184
McGraw-Hill India Title
www.mhhe.com/ghuman_aswathappa

The book covers the subject comprehensively and encapsulates the conceptual, theoretical, research based and specific application-oriented elements. It attempts to develop a comprehensive literature on management that is an optimum balance of theory and practice. The book also presents the latest happenings in the field of management in form of cases/examples which are based mostly on Indian businesses.

CONTENTS
Section– A: Introduction to Business
1. Business and Forms of Business Ownership
2. Management of Business Environment
3. Corporate Social Responsibility
4. Managerial Ethics
Section– B: Management an Overview
5. Management—A Conceptual Framework and Application
6. Evolution of Management Thought
7. Personal Qualities of Effective Manager
Section– C: Functions of Management
8. Planning
9. Decision Making
10. Organising
11. Power and Authority
12. Team Building: Developing People and Teams
13. Staffing
14. Motivation: Exciting People to Perform their Potential
15. Leading
16. Communicating Effectively
17. Conducting Meeting and Handling Conflict
18. Controlling
Section– D: Introduction to Select Approaches and Applications of Management
19. MBO and TQM
20. Managing Different Forms of Business
21. Creativity and Innovation in Management
22. Change Management
23. Technology Management
24. Knowledge Management and Learning Organisation
25. National Cultures and Management Practices
Contemporary Management, by local author Di Waddell is the second, local adaptation of the US market-leading management text by Jones and George. This unique text follows a nonprescriptive, real-world approach to management and is written in an accessible style allowing for flexibility in both teaching and learning. Used at both an undergraduate and postgraduate level, Contemporary Management has a concise structure designed to meet the needs of trimesters and 12 week teaching schedules. The uncluttered internal design alongside the modern treatment of the topic makes this text significantly different to other texts in the market. It offers updated content to reflect the impact of the GFC and the increasing significance of diversity, culture and ethics. There are all new in-chapter case studies, new Australian videos and a full range of excellent online resources. Also, this edition includes a new end of book section containing two unique integrated case studies exploring tourism management in Australian tourism destinations: Skyrail in Cairns and Flinders Island, Tasmania.

Contents

Part 1: Introduction
Chapter 1: What is management?
Chapter 2: Evolution of management

Part 2: The environmental context of management
Chapter 3: Managing the environment: organisational culture
Chapter 4: Managing change and diversity
Chapter 5: Ethics and corporate social responsibility

Part 3: Managing people
Chapter 6: Managing leadership
Chapter 7: Managing motivation
Chapter 8: Managing decision-making
Chapter 9: Managing human resources

Part 4: Managing organisations
Chapter 10: Managing strategy and structure: planning
Chapter 11: Managing information: communication and technology
Chapter 12: Managing in a global environment
Chapter 13: Managing control processes: operations management
Chapter 14: Fads, fashions and the future of management

Part 6: Integrated case studies
Case study 1 – Skyrail rainforest cableway
Case study 2 – Build your own case study: Flinders Island: the next tourism star for Australia
MANAGEMENT
13th Edition
By Leslie W Rue, Lloyd L Byars, Georgia Institute of Tech
2009 (November 2008) / 512 pages
ISBN: 9780073381503
ISBN: 9780071270199 [IE]
www.mhhe.com/rue13e

MANAGEMENT: Skills and Application, 13e by Rue and Byars is a short, value-priced paperback that presents the fundamentals of management principles to undergraduate students. It continues its tradition of presenting principles of management in a straightforward and accessible manner, focusing on the essential skills that are needed to become a successful manager.

CONTENTS
SECTION I FOUNDATIONS
Chapter 1 Management in a Diverse Workplace
Chapter 2 The Management Movement
Chapter 3 Developing Communication Skills
Chapter 4 Decision-Making Skills
SECTION II CONTEMPORARY ISSUES
Chapter 5 Ethical, Social, and Legal Responsibilities of Management
Chapter 6 International Business
SECTION III PLANNING SKILLS
Chapter 7 The Basics of Planning and Strategic Management
Chapter 8 Organizing Work
SECTION IV ORGANIZING AND STAFFING SKILLS
Chapter 9 Organizing Structure
Chapter 10 Understanding Work Groups and Teams
Chapter 11 Staffing
Chapter 12 Employee Training and Development
Chapter 13 Motivating Employees
SECTION V DIRECTING SKILLS
Chapter 14 Developing Leadership Skills
Chapter 15 Managing Conflict and Stress
Chapter 16 Managing Change and Culture
SECTION VI CONTROLLING SKILLS
Chapter 17 Controlling
Chapter 18 Appraising and Rewarding Performance
Chapter 19 Operations Management and Planning
Chapter 20 Operations Control

ESSENTIALS OF MANAGEMENT
An Asian Perspective
By Joseph M Putt, School of Management, National University of Singapore and Harold Koontz, University of California at Los Angeles and Heinz Wehrich, University of San Francisco
1998 / 560 pages
ISBN: 9780071257206
An Asian Publication

CONTENTS
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
18. Managing Corporate Culture
19. Cultural Impact on Management

Chapter 2 The External and Internal Environment
Chapter 3 Globalization and the Manager
Chapter 4 Stakeholders, Ethics and Corporate Social Responsibility
PART TWO STRATEGIZING
Chapter 5 Planning and Decision Making
Chapter 6 Strategy
Chapter 7 Managing Operations
PART THREE ORGANIZATIONAL ARCHITECTURE
Chapter 8 Organizing
Chapter 9 Control Systems
Chapter 10 Organizational Culture
Chapter 11 Developing High Performance Teams
PART FOUR LEADING
Chapter 12 Staffing and Developing a Diverse Workforce
Chapter 13 Motivating and Rewarding Employee Performance
Chapter 14 Managing Employee Attitudes and Wellbeing
Chapter 15 Managing through Power, Influence and Negotiation
Chapter 16 Leadership
Chapter 17 Communication
PART FIVE CHANGE
Chapter 18 Managing Innovation and Change

PRINCIPLES OF MANAGEMENT
By Charles Hill, University of Washington and Steven McShane, University of Western Australia
2008 (December 2008) / 704 pages
ISBN: 9780073530123
ISBN: 9780071264280 [IE]
www.mhhe.com/hillmcshe

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.

CONTENTS
PART ONE MANAGERS AND THE ENVIRONMENT
Chapter 1 Management
ANNUAL EDITIONS: MANAGEMENT
16th Edition

By Fred H Maidment, Western CT State University

2012 (January 2011) / 224 pages
ISBN: 9780073528632
McGraw-Hill/Dushkin Title

www.mhhe.com/annualeditions

The Annual Editions series is designed to provide convenient, inexpensive access to a wide range of current articles from some of the most respected magazines, newspapers, and journals published today. Annual Editions are updated on a regular basis through a continuous monitoring of over 300 periodical sources. The articles selected are authored by prominent scholars, researchers, and commentators writing for a general audience. The Annual Editions volumes have a number of common organizational features designed to make them particularly useful in the classroom: a general introduction; an annotated table of contents; a topic guide; an annotated listing of selected World Wide Web sites; and a brief overview for each section. Each volume also offers an online Instructor’s Resource Guide with testing materials. Using Annual Editions in the Classroom is a general guide that provides a number of interesting and functional ideas for using Annual Editions readers in the classroom. Visit www.mhhe.com/annualeditions for more details.

NEW TO THIS EDITION
- Learning Outcomes for each Unite are presented in the form of questions.
- Assess Your Progress offers study questions for students at the end of each article.

CONTENTS
Preface
Correlation Guide
Topic Guide
Internet References

UNIT 1: Managers, Performance and the Environment
Part A: Management Classic
1. The Manager's Job
Part B: Management Skills, Roles and Performance
2. Why Emotional Intelligence Should Matter to Management
3. The Science and Art of Managing
Part C: The Environment
4. Trends Shaping Tomorrow's World

UNIT 2: Planning
Part A: Management Classic
5. Planning
Part B: Strategic Analysis
6. Going Green
7. Renewing Your Will to Compete
8. A strategic Framework for Governance, Risk and Compliance
9. 11 Critical Areas of Phenomenal Success
10. Embracing Confusion

UNIT 3: Organizing
Part A: Management Classic
11. Classifying the Elements of Work
Part B: Designing and Changing the Organization
12. Understanding the Root Causes of Change and the Emerging Chaos
13. The Dark Side of Change

UNIT 4: Directing
Part A: Management Classic
Part B: Leadership
15. Implementing Sustainability: The Role of Leadership and Organizational Culture
16. Learn Change Leadership from Two Great Teachers
17. The True Measure of a CEO
Part C: Performance
18. Improving Unit-Level Performance Through Better People-Practices
Part D: Communication
19. Let’s Be Clear: How to Manage Communication Styles

UNIT 5: Controlling
Part A: Management Classic
20. An Uneasy Look at Performance Appraisal
Part B: Financial Control
21. Beyond Compliance: The Value of SOX
Part C: Security
22. Corporate Security Management
Part D: Total Quality Management and the Supply Chain
23. Six sigma's Growing Pains
24. Quality Is Easy
25. Supply Chain Management: It's Just Good Business

UNIT 6: Staffing and Human Resources
Part A: Management Classic
26. Management Women and the New Facts of Life
Part B: Developing Human Resources
27. Strategic Organizational Diversity: A Model?
28. Managing in the "New" Workplace
Part C: Maintaining an Effective Workforce
29. Preparing Workers for Successful Careers

UNIT 7: Perspectives and Trends
Part A: Management Classic
30. The Discipline of Innovation
31. TR 50—2010—The World's Most Innovative Companies
Part B: The Multinational Corporation
32. Managing in the "New" Workplace
Part C: Corporate Culture
33. 5 Simple Steps to Build a Winning Corporate Culture
Part D: Ethics and Social Responsibility
34. Corporate Greening: Good for the Soul, But Is It Good for the Bottom Line?
Part E: Small Business and Entrepreneurship
35. Up to the Challenge
Part F: Careers
36. Finding a Job in the 21st Century

Test-Your-Knowledge Form
Article Rating Form
Supervision

Chapter 3: Setting Goals, Making Plans, and Improving Costs
Chapter 4: Problem Solving and Managing Information
Part Three: Organizing, Staffing and Training
Chapter 5: Organizing an Effective Department
Chapter 6: Staffing with Human Resources
Chapter 7: Training and Developing Employees
Part Four: Leading the Workforce
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
Chapter 16: Managing a Diverse Workforce
Chapter 17: Employee Safety and Health, and Labor Relations
Chapter 18: Achieving Personal Supervisory Success
Part Eight: Appendices
Glossary of Terms

SUPERVISON: MANAGING FOR RESULTS
10th Edition
By John Newsstrom, University of Minnesota—Duluth
2013 (January 2012) / 576 pages
ISBN: 9780078023170
McGraw-Hill/Glencoe Publication

www.mhhe.com/newsstrom10e

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.

CONTENTS
Part One: Supervisory Management
Chapter 1: The Supervisor’s Role in Management
Chapter 2: Creating a Positive Workplace Within a Dynamic Environment
Part Two: Planning and Problem Solving
17: Appraising Performance
Appendix B: Supervision Laws: Health and Safety, Labor Relations, Fair Employment
Appendix C: The Supervisor’s Career Path: Finding a Career Path That Fits

INTERNATIONAL EDITION

SUPERVISION
Key Link to Productivity, 10th Edition
By Leslie W. Rue, Georgia State University and Lloyd L. Byars, Georgia Institute of Technology
2010 (October 2009) / 512 pages
ISBN: 9780073361374
ISBN: 9780070171497 [IE]

www.mhhe.com/ruesupervision10e

Supervision: Key Link to Productivity by Rue and Byars is a solid text written for student appeal in terms of its approach and readability. The Tenth 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.

CONTENTS
Section One Foundations of Supervision
1. Supervision in a Changing Workplace
2. Making Sound and Creative Decisions
3. Improving Communication Skills
4. Motivating Today’s Employees
Section Two Contemporary Issues
5. Managing Change and Innovation
6. Ethics and Organization Politics
Section Three Planning and Organizing Skills
7. Supervisory Planning
8. Managing Your Time
9. Organizing and Delegating
10. Understanding Work Groups and Teams
Section Four Staffing Skills
11. Staffing and Training Skills
12. Understanding Equal Employment Opportunity
13. Counseling and Supporting Employees
Section Five Leadership Skills
14. Developing Leadership Skills
15. Handling Conflict and Stress
16. Appraising and Rewarding Performance
17. Employee and Labor Relations
Section Six Controlling Skills
18. Supervisory Control and Quality
19. Improving Productivity
20. Providing a Safe and Healthy Work Environment
Glossary
Name Index
Company Index
Subject Index

INTERNATIONAL EDITION

ORGANIZATIONAL BEHAVIOR
Improving Performance and Commitment in the Workplace, 3rd Edition
By Jason Colquitt and Jeffrey A LePine of University of Florida at Gainesville and Michael J Wesson, Texas A&M University
2013 (January 2012) / 640 pages
ISBN: 9780078029356
ISBN: 9780071318112 [IE]

www.mhhe.com/colquitt3e

(Details unavailable at press time)

ORGANIZATIONAL BEHAVIOR
10th Edition
By Robert Kreitner and Angelo Kinicki of Arizona State University-Tempe
2013 (January 2012) / 704 pages
ISBN: 9780078029363

CONTENTS
Part One The World of Organizational Behavior
Chapter One Organizational Behavior: The Quest for People-Centered Organizations and Ethical Conduct
Chapter Two Managing Diversity: Releasing Every Employee’s Potential
Chapter Three Organizational Culture, Socialization, and Mentoring
Chapter Four International OB: Managing across Cultures
Part Two Individual Behavior in Organizations
Chapter Five Key Individual Differences and the Road to Success
Chapter Six Values, Attitudes, Job Satisfaction, and Counterproductive Work Behaviors
Chapter Seven Social Perceptions and Attributions
Chapter Eight Foundations of Motivation
Chapter Nine Improving Job Performance with Goals, Feedback, Rewards, and Positive Reinforcement
Part Three Group and Social Processes
Chapter Ten Group Dynamics
Chapter Eleven Developing and Leading Effective Teams
Chapter Twelve Individual and Group Decision Making
Chapter Thirteen Managing Conflict and Negotiating
Part Four Organizational Processes
Chapter Fourteen Communicating in the Digital Age
Chapter Fifteen Influence, Empowerment, and Politics
Chapter Sixteen Leadership
Chapter Seventeen Organizational Design, Effectiveness, and Innovation
Chapter Eighteen Managing Change and Stress

Learning Module A Self-Management (Web)
Learning Module B Performance Appraisal (Web)
Learning Module C Additional Leadership Models (Web)
Learning Module D Research Methods in OB (Web)

Endnotes
Glossary/Subject Index
Name and Company Index

effectiveness, in 2005 the book received the Text and Academic Authors Association’s McGuffey Longevity Award.

NEW TO THIS EDITION

- A new feature, OB and Your Career, helps students apply the concepts of this book to their careers. A sample of topics include: finding a job that fits with personality and work style; staying motivated after a layoff; being more efficient with time at work; and, acquiring international business experience without relocating.
- Hundreds of new real-world situations, companies and applied examples illustrate how OB theory and research can be applied to actual work settings.
- Each year organizations become more involved in global business, global joint ventures, and global negotiations. This edition pays particular attention to global and ethical business issues in each chapter.
- Diversity management and issues such as the changing nature of employees in the workplace and generational differences between Gen Y, Gen X and Baby Boomers are presented, debated, and analyzed throughout the text.
- Greater emphasis on teams, group dynamics, group decision making, leadership, and managing change has been added.
- Updated coverage of current issues, including managing layoffs and the survivors of layoffs, MBA oath of managerial ethics, cultural diversity, workplace spirituality, competitiveness, globalization, offshoring, empowerment, mentoring, organizational learning, organizational justice, performance-based rewards, managing information technology, virtual organizations, strategic decision making, innovation, flexible organizational and job design, contingency theory, ethical decision making, sexual harassment, politics and change, communication skills, feedback, entrepreneurship, and motivation.

CONTENTS

PART ONE Introduction
1 Managing Effective Organizations
2 Organizational Culture
3 Managing Globally

PART TWO Behavior within Organizations: The Individual
4 Individual Behavior and Differences
5 Motivation: Background and Theories
6 Motivation: Organizational Applications
7 Managing Workplace Stress

PART THREE Behavior within Organizations: Groups and Interpersonal Influence
8 Group and Team Behavior
9 Conflict and Negotiation
10 Power and Politics
11 Leadership: Fundamentals
12 Leadership: Emerging Perspectives

PART FOUR The Structure and Design of Organizations
13 Work Design
14 Organization Structure

PART FIVE The Processes of Organizations
15 Managing Communication
16 Decision Making
17 Managing Organizational Change and Learning

APPENDIX A Procedures and Techniques for Studying Organizations: Behavior, Structure, Processes
Management

ORGANIZATIONAL BEHAVIOR

By Angelo Kinicki, Arizona State University
Tempe and Mel Fugate, Southern Methodist University

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, practical boxes titled “Skills & Best Practices,” 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. “Students relate to this textbook...they thank me for choosing this book; they say it’s a book they will hold onto for future use!”

Kathleen M Foldvary, Harper College

NEW TO THIS EDITION

- NEW Connect Management with Interactive Applications® is McGraw-Hill’s web-based assignment and assessment platform that connects you and your students to the coursework. Interactive Applications provided for each chapter meet the needs of those instructors to “do” management, stimulate critical thinking, and reinforce key concepts. Students receive immediate feedback and can track their progress in their own report. The following 4 types of Interactive Applications were developed for Organizational Behavior 5e based on actual book-specific content.
- Case Video Pop-up Analysis: Case study videos are included, and include pop-up questions that appear as the video plays, to test concept and/or terminology comprehension.
- Drag and Drop and Sequencing Activity: To reinforce either chronological or multi-step processes, we provide a written overview of a topic from the text. The items that represent each step of the overall process are included that the student will place in order on the provided timeline. If applicable a 2nd task will be to assign the appropriate “players” to each task.
- Self-Assessments: Students will take assessments to determine their beliefs, values, and interests in a variety of areas.
- NEW – Mel Fugate from Southern Methodist University has joined as the text as the new co-author. Dr. Fugate has won numerous teaching awards for his great work in the classroom teaching OB, which he is still enjoying today. Mel received his B.S.E. at Michigan State University and his Ph.D. at Arizona State University. Mel brings years of teaching undergraduate, MBA and graduate students to this textbook, which helps this text stay clearly focused on the student reader audience. His active role in the research community help this text stay extremely current with the latest research and practice.

Uniquely strong link of Concepts to Skills and Practice - This text presents clear application of the theory presented throughout its carefully crafted narrative. Additionally, the boxed feature “Skills & Best Practices” (40 of which are new to this edition) delivers additional readings and practical application items that are designed to sharpen users’ skills by either recommending how to apply a concept, theory, or model, or by giving an exemplary corporate application.

Engage Students with Current, Relevant Cases – 14 of 16 new, brief real-world cases open every chapter with timely, relevant situations providing that needed hook to get students engaged into the chapter materials. The text’s website also features interpretations for each case.

CREATE, our NEW Custom Textbook Option - Craft your teaching resources to match the way you teach! With McGraw-Hill Create, www.mcgrawhillcreate.com, you can easily rearrange chapters, combine material from other content sources, and quickly upload content you have written like your course syllabus or teaching notes. Find the content you need in Create by searching through thousands of leading McGraw-Hill textbooks. Arrange your book to fit your teaching style. Create even allows you to personalize your book’s appearance by selecting the cover and adding your name, school, and course information. Order a Create book and you’ll receive a complimentary print review copy in 3–5 business days or a complimentary electronic review copy (eComp) via email in about one hour. Go to www.mcgrawhillcreate.com today and register. Experience how McGraw-Hill Create empowers you to teach your students your way.

Tegrity Campus - Tegrity Campus is a service that makes class time available all the time by automatically capturing every lecture in a searchable format for students to review when they study and complete assignments. With a simple one-click start and stop process, you capture all computer screens and corresponding audio. Students replay any part of any class with easy-to-use browser-based viewing on a PC or Mac.

Blackboard Partnership – McGraw-Hill and Blackboard have teamed up to simplify your life. Now you and your students can access Connect and Create right from within your Blackboard course – all with one single sign-on. The gradebooks are seamless, so when a student completes an integrated Connect assignment, the grade for that assignment automatically (and instantly) feeds your Blackboard grade center. Learn more at www.domoroenow.com.

CONTENTS

Part I: Managing People Within the External and Organizational Context
Chapter 1–Needed: People-Centered Managers and Workplaces
Chapter 2–Organizational Culture, Socialization, and Mentoring
Chapter 3–Developing Global Managers

Part II: Managing Individual Level Factors
Chapter 4–Understanding Social Perception and Managing Diversity
Chapter 5–Appreciating Individual Differences: Intelligence, Ability, Personality, Core Self-Evaluations, Attitudes, and Emotions
Chapter 6–Motivation I: Needs, Job Design, and Satisfaction
Chapter 7–Motivation II: Equity, Expectancy, and Goal Setting
Chapter 8–Improving Performance with Feedback, Rewards, and Positive Reinforcement

Part III: Managing Group Level Factors and Social Processes
Chapter 9–Effective Groups and Teamwork
Chapter 10–Making Decisions
Chapter 11–Managing Conflict and Negotiating
Chapter 12–Communicating in the Digital Age
Chapter 13–Influence, Power, and Politics: An Organizational Survival Kit

Part IV: Managing for Organizational Effectiveness
Chapter 14–Leadership
Chapter 15–Designing Effective Organizations
Chapter 16–Managing Change and Creating a Learning Organization

Management textbook, which helps this text stay clearly focused on the student years of teaching undergraduate, MBA and graduate students to this State University and his Ph.D. at Arizona State University. Mel brings joined as the text as the new co-author. Dr. Fugate has won numer-
M: ORGANIZATIONAL BEHAVIOR

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

2012 (January 2011) / 416 pages
ISBN: 9780078029417

www.mhhe.com/McShaneM

M: Organizational Behavior provides the essential OB knowledge to students in an accessible, student focused presentation. This text builds on the strengths of the main textbook, including a strong literature foundation, excellent readability, meaningful exhibits, global representation of examples, and presentation of both core and emerging topics. McShane/Von Glinow allows students to practice applying concepts via Connect.

FEATURES

- NEW Connect Management with Interactive Applications® is McGraw-Hill’s web-based assignment and assessment platform that connects you and your students to the coursework. Interactive Applications provided for each chapter of the textbook allow students to “do” management, stimulate critical thinking, and reinforce key concepts. Students receive immediate feedback and can track their progress in their own report.
- Strong literature foundation - M: Organizational Behavior is built on the strengths of the bestselling main textbook, including a strong literature foundation, excellent readability, meaningful exhibits, global representation of examples, and presentation of both core and emerging topics, providing you with the most current text on the market that takes the world of OB into consideration.
- Student friendly design – M: Organizational Behavior was written and designed with today’s student reader in mind.
- The layout and design provides student visual stimulation they’ve come to expect.
- The content presents the essential organizational behavior knowledge.
- The examples provided have been selected for greater student appeal.
- The writing style is highly readable with today’s student reader in mind.
- Student focused features - McShane M: Organizational Behavior makes OB relevant and interesting for students. A variety of unique pedagogical features deployed in this text draw students in and engage them in the subject matter:
- Real-World Surveys and Statistics – Students are drawn into the chapters through surveys/polls and documented statistics pertinent to topics in that chapter, i.e. stats on what employee beliefs about theories have been added.
- It’s a fact - This feature contains a potpourri of anecdotes, surveys, statistics, and related information associated with the concept where they appear. E.g. How Zappos, Inc. designed its Las Vegas head office to encourage more open communication p. XX.
- Action Plans – Each chapter contains one or more lists of action recommendations for a specific topic. The action plans built on theory and related information presented on that topic and ask students to think about the real world applications of concepts discussed. E.g. Ways to improve team decision making p. XX.
- Captioned photos - Photos in each chapter include captions that describe practices or incidents at a specific organization showing students managerial practices in action.
- Famous Quotations - Quotations from famous people in business, society, and throughout history draw additional attention to important concepts.

CONTENTS

Part One: INTRODUCTION
Chapter 1 – Introduction to the Field of Organizational Behavior

Part two: INDIVIDUAL BEHAVIOR AND PROCESSES
Chapter 2 – Individual Behavior, Personality, and Values
Chapter 3 – Perception and Learning in Organizations
Chapter 4 – Workplace Emotions, Attitudes, and Stress
Chapter 5 – Employee Motivation
Chapter 6 – Decision Making and Creativity

Part three: TEAM PROCESSES
Chapter 7 – Team Dynamics
Chapter 8 – Communicating in Teams and Organizations
Chapter 9 – Power and Influence in the Workplace
Chapter 10 – Understanding and Managing Workplace Conflict
Chapter 11 – Leadership in Organizational Settings

Part four: ORGANIZATIONAL PROCESSES
Chapter 12 – Designing Organizational Structures
Chapter 13 – Organizational Culture
Chapter 14 – Organizational Change

Credits
Index
HR links - throughout the text any links to or overlaps with HR are indicated with an icon. This will help students understand and identify the connections between these two disciplines.

CONTENTS

Part 1: The world of OB
1. The foundations of OB
Part 2: Individual processes
2. Personality dynamics
3. Values, attitudes, emotions
4. Communication & perception
5. Content motivation theories
6. Process motivation theories
Part 3: Group & Social Processes
7. Group dynamics
8. Teams and teamwork
9. Organisational climate: The internal content
Part 4: Organisational Processes
10. Organisational structure and types
11. Organisational Design: The external content
12. Organisational and international culture
13. Decision making
14. Power and Politics
15. Leadership
16. Change, learning & knowledge management
17. Corporate Social Responsibility and Ethics

Ch. 1: What is Organizational Behavior?
Ch. 2: Job Performance
Ch. 3: Organizational Commitment
Ch. 4: Individual Mechanisms
Ch. 5: Stress
Ch. 6: Motivation
Ch. 7: Trust, Justice and Ethics
Ch. 8: Learning and Decision Making
Ch. 9: Personality and Cultural Values
Ch. 10: Ability
Ch. 11: Teams: Characteristics and Diversity
Ch. 12: Teams: Processes and Communication
Ch. 13: Leadership: Power and Negotiation

Ch. 14: Leadership: Traits, Styles and Behaviors
Part 5: Organizational Mechanisms
Ch. 15: Organizational Structure
Ch. 16: Organizational Culture

ORGANIZATIONAL BEHAVIOR AND MANAGEMENT
9th Edition
By John Ivancevich, University of Houston and Robert Konopaske, Florida Atlantic University-Boca Raton
2011 (February 2010) / 672 pages
ISBN: 9780073530505
ISBN: 9780071220897 [IE]
www.mhhe.com/ivancevichob9e

The authors’ goal in writing Organizational Behavior and Management 9e is to improve students’ ability to understand, interpret, and predict the behavior of people working in organizations. The book combines text, self-learning exercises, group participation exercises, and cases in an integrated way designed to enhance learning and retention of organizational behavior concepts and skills. A solid research base and an appendix on research techniques make this book suitable for a graduate studies course.

CONTENTS

Part I: The Field of Organizational Behavior
Chapter 1: Introduction to Organizational Behavior
Chapter 2: Organizational Culture
Part II: Understanding and Managing Individual Behavior
Chapter 3: Individual Differences and Work Behavior
Chapter 4: Perceptions, Attributions, and Emotions
Chapter 5: Motivation
Chapter 6: Job Design, Work, and Motivation
Chapter 7: Evaluation, Feedback, and Rewards
Chapter 8: Managing Misbehavior
Chapter 9: Managing Individual Stress
Part III: Group Behavior and Interpersonal Influence
Chapter 10: Groups and Teams
Chapter 11: Managing Conflict and Negotiations
Chapter 12: Power, Politics, and Empowerment
Part IV: Organizational Processes
Chapter 13: Communication
Chapter 14: Decision Making
Chapter 15: Leadership
Part V: Organizational Design, Change, and Innovation
Chapter 16: Organizational Structure and Design
Chapter 17: Managing Organizational Change and Innovation
Appendix A: Quantitative and Qualitative Research Techniques for Studying Organizational Behavior and Management Practice
Glossary
Endnotes
Index
Contemporary Content. When creating the book, the author team asked themselves what OB texts would look like if all of them were first written in 2006. Many OB texts include outdated and disproved models, just to maintain continuity with earlier editions. Such content frustrates students, who don’t understand why they should learn theories that are not valid. Colquitt Essentials omits such theories, devoting more space to contemporary topics that are useful for employees and managers.

Features that Students Want to Read. Each chapter includes special insert box features like OB on Screen, OB in Sports, OB for Students, and OB Internationally that help “bring OB to life” for the reader. Many of these features have been praised by students for their ability to demonstrate OB content in a fun and appealing manner. Colquitt Essentials also uses an informal style that students enjoy reading, while focusing on company examples that students find interesting (Google, Netflix, Best Buy, Four Seasons, eBay, and others).

CONTENTS
PART 1 Introduction to Organizational Behavior
Chapter 1: Organizational Behavior: An Overview
Chapter 2: Performance and Commitment
PART 2 Individual Mechanisms
Chapter 3: Job Satisfaction
Chapter 4: Stress
Chapter 5: Motivation
Chapter 6: Trust, Justice, and Ethics
Chapter 7: Learning and Decision Making
PART 3 Individual Characteristics
Chapter 8: Personality, Cultural Values, & Ability
PART 4 Group Mechanisms
Chapter 9: Teams
Chapter 10: Leadership
PART 5 Organizational Mechanisms
Chapter 11: Organizational Structure
Chapter 12: Organizational Culture

INTERNATIONAL EDITION
ORGANIZATIONAL BEHAVIOR
5th Edition
By Steven McShane, University of Western Australia and Mary Ann Von Glinow, Florida Int’l University-Miami
2010 (April 2009) / 672 pages
ISBN: 9780073381237
ISBN: 9780071078665 [IE]
www.mhhe.com/mcsheane5e

In their new Fifth 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. McShane and Von Glinow 5e is acclaimed for:
- Readability, presentation of current knowledge
- Strong International/Global orientation
- Contemporary Theory Foundation (without the jargon)
- Active Learning and Critical Thinking Support
- Textbook’s philosophy: OB knowledge is for everyone, not just traditional managers.

Reality is that everyone: sales representatives, production employees, physicians – needs OB knowledge to successfully thrive in and around organizations. The authors’ ability to engage students by introducing cutting edge OB topics while providing relevancy to OB concepts through the ‘linking theory with reality’ approach, is the reason OB 5e remains unparalleled in its ability to engage students. Hundreds of fascinating real-life stories captured from around the world, ‘Linking Theory with Reality’, remains one of the text’s key, hearty features. The first to bring OB cutting edge topics, OB 5e continues introducing students to the present and future context of emerging workplace realities: social networks and virtual teams replacing committee meetings, knowledge replacing infrastructure, values and self-leadership replacing command-and-control management; companies looking for employees with emotional intelligence and team competencies, not just technical smarts. Diversity and globalization have become challenges as well as competitive opportunities for organizations. Coworkers aren’t just down the hall; they’re at the other end of an Internet connection located around the world, and much, much, more.

PART 1: The World of Organizational Behavior
Chapter 1: Organizational Behavior: The Quest for People-Centered Organizations and Ethical Conduct
Chapter 2: Managing Diversity: Releasing Every Employee’s Potential
Chapter 3: Organizational Culture, Socialization, and Mentoring
Chapter 4: International OB: Managing across Cultures

PART 2: Individual Behavior in Organizations
Chapter 5: Key Individual Differences and the Road to Success
Chapter 6: Values, Attitudes, Job Satisfaction, and Counterproductive Work Behaviors
Chapter 7: Social Perception and Attributions
Chapter 8: Foundations of Motivation
Chapter 9: Improving Job Performance with Goals, Feedback, Rewards, and Positive Reinforcement

PART 3: Group and Social Processes
Chapter 10: Group Dynamics
Chapter 11: Developing and Leading Effective Teams
Chapter 12: Individual and Group Decision-Making
Chapter 13: Managing Conflict and Negotiating

PART 4: Organizational Processes
Chapter 14: Communicating in the Digital Age
Chapter 15: Influence Tactics, Empowerment, and Politics
Chapter 16: Leadership
Chapter 17: Organizational Design, Effectiveness, and Innovation
Chapter 18: Managing Change and Stress

Learning Modules (OLC)
Learning Module A (Web): Self-Management: A Social Learning Model
Learning Module B (Web): Performance Appraisal
Learning Module C (Web): Additional Leadership Models
Learning Module D (Web): Research Methods in OB
CONTENTS
PART 1 INTRODUCTION
1 Introduction to the Field of Organizational Behavior
PART 2: INDIVIDUAL BEHAVIOR AND PROCESSES
2 Individual Behavior, Personality, and Values
3 Perception and Learning in Organizations
4 Workplace Emotions, Attitudes, and Stress
5 Foundations of Employee Motivation
6 Applied Performance Practices
7 Decision Making and Creativity
PART 3: TEAM PROCESSES
8 Team Dynamics
9 Communicating in Teams and Organizations
10 Power and Influence in the Workplace
11 Conflict and Negotiation in the Workplace
12 Leadership in Organizational Settings
PART 4: ORGANIZATIONAL PROCESSES
13 Organizational Structure
14 Organizational Culture
15 Organizational Change
Appendix A: Theory Building and Systematic Research Methods
Appendix B: Scoring Keys for Self-Assessment Activities

ORGANIZATIONAL BEHAVIOUR ON THE PACIFIC RIM
3rd Edition
By Steven McShane, University of Western Australia, Mara Olekalns, University of Melbourne Business School and Tony Travalgione, Charles Sturt University
McGraw-Hill Australia Title
www.mhhe.com/au/mcshane3e

Organisational Behaviour on the Pacific Rim is highly regarded as an engaging, relevant and user-friendly text, winning an Australia Tertiary Teaching and Learning award in its previous edition. This thoroughly researched text has strong coverage of contemporary topics. It includes new and updated descriptions of current theories and practices, new case studies, boxed features, and OB news from around the world. Interesting and thought-provoking real-world examples throughout the text illustrate concepts and motivate students to engage with the book’s content. The book maintains a strong Pacific Rim focus while simultaneously presenting OB practices and anecdotes of international significance. This book is written in clear, accessible language. It has been commended for linking learning with work-related behaviour, for its focus on essential concepts, and for its smooth transition from theory to practice.

CONTENTS
Part 1: Introduction
Chapter 1: Introduction to the Field of Organisational Behaviour
Part 2: Individual behaviour and processes
Chapter 2: Individual Behaviour, Personality, and Values
Chapter 3: Perception and Learning in Organisations
Chapter 4: Workplace Emotions, Attitudes, and Stress
Chapter 5: Foundations of Employee Motivation
Chapter 6: Applied Performance Practices
Chapter 7: Decision Making and Creativity
Part 3: Team processes
Chapter 6: Team Dynamics
Chapter 9: Communicating in Teams and Organisations
Chapter 10: Power and Influence in the Workplace
Chapter 11: Conflict and Negotiation in the Workplace
Chapter 12: Leadership in Organisational Settings
Part 4: Organisational processes
Chapter 13: Organisational Structure
Chapter 14: Organisational Culture
Chapter 15: Organisational Change

REVIEW COPY
(Available for course adoption only)
To request for a review copy,
- contact your local McGraw-Hill representatives or,
- fax the Review Copy Request Form found in this catalog or,
- e-mail your request to
mghasia_sp@mcgraw-hill.com or,
- submit online at www.mheducation.asia

47
Management

CASES IN ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT
By Mirza Saiyadain, International Management Institute New Delhi
2009 (March 2009) / 160 pages
ISBN: 9780070152571
McGraw-Hill India Title

(1) There are 17 cases in the OB area dealing with issues such as women employment, sexual harassment, work culture, job satisfaction, mentoring, communication, employee commitment, interpersonal conflict, team management, leadership style etc.

(2) There are 15 cases in the area of HRM. Their focus varies from discipline management, promotion, workers participation, union management, recruitment & selection, training & development, career planning, and compensation management.

(3) In addition there is a detailed note on case methods of teaching & training and small introductory notes on OB & HRM

CONTENTS
PART I: INTRODUCTION
Method of Teaching/Training in Management
PART II: ORGANISATIONAL BEHAVIOUR
Chapter 1: ABC U undertaking
Chapter 2: Alpha Chennai Plant
Chapter 3: BeC Limited
Chapter 4: Bharat R rayons
Chapter 5: Farmers E empowerment-An ITC Way
Chapter 6: Government’s D dilemma
Chapter 7: International Market research Company
Chapter 8: Mahila Mandal
Chapter 9: Manufacturers Limited
Chapter 10: Modernisation of Mind at tata Steel
Chapter 11: National electric equipment Company
Chapter 12: Ramson Company
Chapter 13: Rash Pharmaceuticals
Chapter 14: Rewa-The research Associate
Chapter 15: Techtel Company
Chapter 16: Transtel electronics
Chapter 17: Universal Limited
PART III: HUMAN RESOURCE MANEGEMENT
Chapter 18: Arogya Baginis in Vejalpur Municipality
Chapter 19: Bharat A arms Company
Chapter 20: Bharat automobile Company
Chapter 21: Employee Participation at Bank of Baroda
Chapter 22: Fitter Murari
Chapter 23: Germalim Limited
Chapter 24: Harnam Singh-Crane Driver
Chapter 25: Indian Company
Chapter 26: Management’s Dilemmas
Chapter 27: Marine Electric Company
Chapter 28: National Oil Company
Chapter 29: Quality Engineering Works
Chapter 30: Tiger Toys
Chapter 31: Vadirra International solutions
Chapter 32: Driver Veer Singh

BEHAVIOR IN ORGANIZATIONS
9th Edition
By Abraham B Shani and James Lau of California Polytechnic State University
2009 (May 2008) / 544 pages
ISBN: 9780073404936
ISBN: 9780071259439 [IE]

BEHAVIOR IN ORGANIZATIONS, 9/e, by Shani and Lau, is a paperback text that takes a hands-on, experiential approach (learning-by-doing or learning-in-action) to organizational behavior. The majority of the exercises, role-playing simulations, and cases were developed in and for management training workshops. The cases themselves represent different industries and organizations around the globe with diverse size, product, service, and cultures. Instructors appreciate the multiple interactive teaching methods for each teaching module. Experiential methods provide a powerful stimulus for learning, growth, and change by helping participants focus on their own behaviors and reactions as data. The text begins with structured, less personal exercises that are readily recognized as relevant to human effectiveness in organizational settings. Personal growth and self-understanding activities are introduced later in the text, after students have had enough experience to become more comfortable and ready for them.

The ninth edition of this book, like the previous editions, is designed to meet needs that other texts do not satisfy.

CONTENTS
Part 1: INTRODUCTION: FRAMING THE CONTEXT
1. Organizational Behavior and Sustainable Work Systems
2. Appreciative Inquiry, Expectations and Learning
3. Learning-in-Action
Part 2: MANAGING INDIVIDUAL PROCESSES
4. A Psychodynamics Perspective of Human Behavior
5. Motivation
6. Perception and Attribution
7. Communication
Part 3: MANAGING INTERPERSONAL PROCESSES
8. Leaders and Leadership
9. Mentoring at Work
10. Negotiations and Conflict Management
11. Work Teams and Effectiveness
12. Team Dynamics and Performance
Part 4: MANAGING ORGANIZATIONAL PROCESSES
13. Work and Org Design
14. Creativity and Innovation
15. Organizational Culture
16. Organizational Learning, Change and Development
Part 5: ADVANCED MODULES ON THE WWW
17. Stress and the Management of Stress
18. Managing Career Planning and Development
19. Managing Knowledge Management Processes
20. Managing Technology

Invitation to Publish
McGraw-Hill is interested to review your textbook proposal for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com.
FUNDAMENTALS OF MANAGEMENT
By Kamal Kant and Yongqing Fang

2011 (August 2010) / 352 pages
ISBN: 9780071313636
An Asian Publication

Fundamentals of Management: Concepts and Principles is an introductory text designed for undergraduates in management studies. Focusing on fundamental management concepts, issues and practices, the book relates basic management, organisational and leadership theories to the achievement of organisational excellence, and enables students to appreciate the complex relationships between an organisation and its stakeholders and the larger environment of economics, market forces, demographics and technology. From ethics, globalisation and diversity management to the impact of organisational structure and culture on company performance, and from leadership models to organisational politics, Fundamentals of Management provides students a rigorous foundation in management studies. Together with experiential exercises, discussion questions and case studies, the textbook motivates students to tackle situations and concerns typical in the day-to-day business world efficiently, effectively and creatively.

CONTENTS
PART ONE INTRODUCTION
1. Management and Managers
2. Understanding Individual Differences
3. Managerial Ethics
4. Globalisation and Diversity Management
PART THREE PLANNING
5. Decision Making
6. Planning and Strategy
7. Organisational Structure and Design
8. Organisational Culture
9. Organisational Control, Change and Learning
PART FOUR ORGANISING AND CONTROLLING
10. Motivation Theories and Practices
11. Leaders and Leadership
12. Group and Team Behaviour
13. Power, Politics and Conflict Management
14. Communications and Information Technology
PART SIX APPLICATIONS
15. Case Studies
CONTINENTAL MANAGEMENT
2nd Edition
By Dianne Waddell, Deakin University, Gareth R Jones, Texas A&M University and Jennifer M George, Rice University
2010 (October 2010)
ISBN: 9780071000284
McGraw-Hill Australia Title
www.mhhe.com/au/waddell2e

Contemporary Management, by local author Di Waddell is the second, local adaptation of the US market-leading management text by Jones and George. This unique text follows a nonprescriptive, real-world approach to management and is written in an accessible style allowing for flexibility in both teaching and learning. Used at both an undergraduate and postgraduate level. Contemporary Management has a concise structure designed to meet the needs of trimesters and 12 week teaching schedules. The uncluttered internal design alongside the modern treatment of the topic makes this text significantly different to other texts in the market. It offers updated content to reflect the impact of the GFC and the increasing significance of diversity, culture and ethics. There are all new in-chapter case studies, new Australian videos and a full range of excellent online resources. Also, this edition includes a new end of book section containing two unique integrated case studies exploring tourism management in Australian tourism destinations: Skyrail in Cairns and Flinders Island, Tasmania.

CONTENTS
PART 1 Introduction
Chapter 1: What is management?
Chapter 2: Evolution of management
PART 2 The environmental context of management
Chapter 3: Managing the environment: organisational culture
Chapter 4: Managing change and diversity
Chapter 5: Ethics and corporate social responsibility
PART 3 Managing people
Chapter 6: Managing leadership
Chapter 7: Managing motivation
Chapter 8: Managing decision-making
Chapter 9: Managing human resources
PART 4 Managing organisations
Chapter 10: Managing strategy and structure: planning
Chapter 11: Managing information: communication and technology
Chapter 12: Managing in a global environment
Chapter 13: Managing control processes: operations management
Chapter 14: Fads, fashions and the future of management
PART 5 Integrated case studies
Case study 1 – Skyrail rainforest cableway
Case study 2 – Build your own case study: Flinder Island: the next tourism star for Australia
Management Skills

Current topics and new techniques for networking and mentoring have been added to Chapter 16.

In Chapter 19, connections between all of the skills sets and chapters have been described to point out the range of interpersonal skills needed to direct a project from start to finish and to illustrate the integration of the skills areas.

CONTENTS

Unit 1 Intrapersonal Effectiveness: Understanding Yourself
1. Journey into Self-awareness
2. Self-disclosure and Trust
3. Establishing Goals Consistent with Your Values and Ethics
4. Self-management

Unit 2 Interpersonal Effectiveness: Understanding and Working with Others
5. Understanding and Working with Diverse Others
6. The Importance and Skill of Listening
7. Communicating Effectively
8. Persuading Individuals and Audiences

Unit 3 Understanding and Working in Teams
9. Negotiation
10. Building 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 4 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

NEW TO THIS EDITION

- Topical material from popular press along with results of current research and studies were added to provide depth for skills areas presented in the chapters.
- Chapter 3 provides a stronger connection between goal setting and ethical decision making, and new content on self management has been added to Chapter 4 to better integrate emotional intelligence with time and stress management.
- Virtual communication has been addressed in Chapters 9 and 12 to reflect its impact on negotiations and meetings.
Productivity: Winning in Life
by Michael A Podolinsky
2011 (June 2011) / 248 pages
ISBN: 9780071324625
An Asian Professional Publication

Productivity: Winning in Life is a holistic approach to work, home, finances, goal attainment, priorities, faith, relationships, and success. Its premise is that unlike a Western meal, where everything is separate on the same plate, life is more like a soup - with the ingredients all mixed together - and you cannot partake of just one component without it affecting the others. Everything in Life is interdependent. If you are to be productive, all areas of your life must be addressed as a homogeneous whole. In this book, I introduce my proprietary ACTS-IM Goal Attainment Model and ABCDE Priority System as well as address areas rarely covered in a business book, such as faith (not religion) and success defined in terms of “being at peace” rather than in financial terms. Current systems of productivity are damaged: They lead to broken lives, broken relationships, stressed-out workers, and unproductive behaviors. This book reboldens people to get others to work in their system, do more during work hours, and get home on time. It eschews long hours as being unproductive and instead advocates doing more by having a holistic balance in life.

Human Resource Management - Textbooks

International Edition

HUMAN RESOURCE MANAGEMENT
12th Edition
By John M Ivancevich, University of Houston and Robert Konopaske, Florida Atlantic University-Boca Raton
2013 (February 2012) / 672 pages
ISBN: 9780078029127
ISBN: 9780071326339 [IE]
(Details unavailable at press time)

Global Edition

HUMAN RESOURCE MANAGEMENT
8th Edition
By Raymond Andrew Noe, Ohio State University-Columbus, John R Hollenbeck, Michigan State University-East Lansing, Barry Gerhart, University of Wisc Madison and Patrick M Wright, Cornell University-Ithaca
2013 (January 2012) / 768 pages
ISBN: 9780078029257
GE ISBN not available at press time
(Details unavailable at press time)

International Edition

MANAGING HUMAN RESOURCES
9th Edition
By Wayne Cascio, University of Colorado-Denver
2013 (February 2012) / 768 pages
ISBN: 9780078029172
ISBN: 9780071318198 [IE]
(Details unavailable at press time)
legal information (particularly websites) and how to prepare for exams and written assignments.

CONTENTS

Cases referred to in this book
Legislation referred to in this book
Preface
Acknowledgements
Studying Employment Law
The Formation of Employment Law
The Employment Tribunals and Employment Appeal Tribunal
Contract of Employment
Atypical Contracts and the Variation of Contracts
Individual Protection Rights
Discrimination (1)
Discrimination (2)
Termination of Employment (1)
Termination of Employment (2)
Trade Union Legislation
Privacy and Confidential Information
Health and Safety Legislation
Useful Websites

PEOPLE AND ORGANIZATIONAL DEVELOPMENT

By Helen Francis, Linda Holbeche and Martin Reddington

2012 (January 2012)
ISBN: 9781843982692

McGraw-Hill UK CIPD Title

The authors bring to People and Organisational Development the benefit of both academic and practitioner experience. The detailed international and European case studies combine to produce an extensive approach to successful and unsuccessful change efforts. The text provides expansive coverage of emergent theories of organisational development and human resource management, and gives practical examples of how these can be applied.

CONTENTS

2: The strategic context for the new OE (Linda Holbeche)
3: The Historical and Theoretical Background to Organisation Development (Naomi Stanford)
4: Developing an OD Strategy from an HR perspective (Mark Withers)
5: Culture and cultural integration (Valerie Garrow and Graeme Martin)
6: An ER perspective on organisational effectiveness (John Purcell)
7: Transforming HR to support strategic change (Peter Reilly)
8: Technology as an agent of transformation (Martin Reddington)
9: Human Resource Development (Allan Ramdhony)
10: The Role of Line Managers in Learning and Innovation (John Castledine and Doug Renwick)
11: Integration of workforce planning and OD (Roger Cooper)
12: Performance Management and Reward (Roger Cooper and Adrian Furnham)
13: Inclusive Talent Management and Diversity (Eddie Blass and Gill Maxwell)
14: Reframing the Employee Value Proposition (Helen Francis and Martin Reddington)
15: Ethics and Corporate Social Responsibility (Carole Parkes)
16: Emotion at work (Chiara Amati and Chris Donnegan)
17: The New OE: Future Prospects and Possibilities (Helen Francis, Linda Holbeche and Martin Reddington)
INTRODUCTION TO ORGANIZATIONAL BEHAVIOR

By Michael Butler and Ed Rose

2011 (January 2011) / 580 pages
ISBN: 9781843982470

McGraw-Hill UK CIPD Title

Introduction to Organisational Behaviour is a print and electronic learning package for introductory modules. It includes a textbook full of learning features and a comprehensive set of online resources and video clips.

- Key Selling Points:
  - Integrated multimedia package with videoed practitioner interviews, key skills video clips and author interviews
  - The first text to explicitly and systematically link OB and key skills
  - Tailored range of electronic resources with an area targeted at lecturers who have just started teaching OB and an area targeted at those who have taught OB before.
  - Focus on future employability with key skills boxes and video clips
  - 'Take your Learning Further' boxes in each chapter with suggestions of seminal books and articles to read
  - Online resources – available on publication
- For tutors:
  - Key skills video clips
  - Practitioner video clips
  - PowerPoint slides
  - Figures and tables from the book
  - Additional short and long case study to accompany each chapter
  - Additional teaching resources: tutorial activities, assignment questions and answers to the discussion questions in the book
- For students:
  - Web links including YouTube links and links to seminal articles

CONTENTS
Introduction
Approaches to organisational behaviour
Part 1: Individuals
Personality
Perception and managing emotions
Motivation and satisfaction
Learning
Part 2: Groups and teams
Work groups and teams
Conflict and stress
Communication
Part 3: Managing organisations
Leading and influencing
Decision making
Equality and diversity
Power, control and politics
Part 4: Organisational structure
Organisational design, structure and work organisation
Organisational culture and change management
Technology HRM and OB
Part 5: Emerging Issues
Ethics: Issues and developments
Conclusion

INTERNATIONAL EDITION

HUMAN RESOURCE MANAGEMENT
10th Edition
By Lloyd L. Byars, Georgia Institute of Tech and Leslie W Rue, Georgia State University
2011 (September 2010) / 432 pages
ISBN: 9780073530550
ISBN: 9780071220668 [IE]

www.mhhe.com/byars10e

The Tenth Edition of Human Resource Management 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. This edition reflects the challenges of diversity, technology and globalization in the business world and how these forces impact the HRM function within organizations.

CONTENTS
Part I: 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 Design
Part 2: Acquiring Human Resources
Chapter 5 Human Resource Planning
Chapter 6 Recruiting Employees
Chapter 7 Selecting Employees
Part 3: Training and Developing Employees
Chapter 8 Orientation and Employee Training
Chapter 9 Management and Organizational Development
Chapter 10 Career Development
Chapter 11 Performance Management Systems
Part 4: Compensating Human Resources
Chapter 12 The Organizational Reward System
Chapter 13 Base Wage and Salary Systems
Chapter 14 Incentive Pay Systems
Chapter 15 Employee Benefits
Part 5: Employee Well-Being and Labor Relations
Chapter 16 Employee Safety and Health
Chapter 17 Employee Relations
Chapter 18 The Legal Environment and Structure of Labor Unions
Chapter 19 Union Organizing Campaigns and Collective Bargaining
Fundamentals of Human Resource Management, by Noe, Hollenbeck, Gerhart and Wright is specifically written to provide a complete introduction to human resource management for the general business manager. This book is the most engaging, focused and applied HRM text on the market.

Contents

1 Managing Human Resources

Part 1 The Human Resource Environment

2 Trends in Human Resource Management

3 Providing Equal Employment Opportunity and a Safe Workplace

4 Analyzing Work and Designing Jobs

Part 2 Acquiring and Preparing Human Resources

5 Planning for and Recruiting Human Resources

6 Selecting Employees and Placing Them in Jobs

7 Training Employees

Part 3 Assessing Performance and Developing Employees

8 Managing Employees’ Performance

9 Developing Employees for Future Success

10 Separating and Retaining Employees

Part 4 Compensating Human Resources

11 Establishing a Pay Structure

12 Recognizing Employee Contributions with Pay

13 Providing Employee Benefits

Part 5 Meeting Other HR Goals

14 Collective Bargaining and Labor Relations

15 Managing Human Resources Globally

16 Creating and Maintaining High-Performance Organizations

GLOSSARY

PHOTO CREDITS

NAME AND COMPANY INDEX

SUBJECT INDEX

All Global Editions are adapted to better meet the needs of courses outside the United States. Please contact your local sales representative for more details.

fund4e - April 2011

www.mhhe.com/noefund4e

A substantial, authoritative, critical and student-friendly core textbook that suits issues-oriented HRM modules.

Features

- PowerPoint slides
- Lecturer’s guide
- For students
- MCQs
- Annotated weblinks

Contents

PART 1: KEY ENVIRONMENTAL TRENDS

1: Introduction

2: Competition and Choice

3: People and Skills

4: Public Policy and Regulation

5: Social Trends

PART 2: THE EVOLVING HR AGENDA

6: Managing Change

7: Competing for People

8: Managing Expectations

9: Engaging Staff

10: Developing People and Knowledge

11: Developing Managers

12: Managing and International Workforce

13: Managing Ethically

14: Managing the HR Function

15: Developing HR Strategies

HUMAN RESOURCE AND PERSONNEL MANAGEMENT

Text & Cases, 6th Edition

By Aswathappa, Canara Bank School of Management Studies

2010 (March 2010) / 848 pages

ISBN: 9780070682139

McGraw-Hill India Title

www.mhhe.com/aswathappa-hrm6e

The aim of this edition too is to present a comprehensive account of the concepts and practices of Human Resource Management. The text is based on a sound and tested pedagogical framework. The aim of the revision is to bring in the newer concepts which have evolved in the area of HRM, to include new cases and examples, and to update the data and examples.

Contents

SECTION 1

1. Understanding the Nature and Scope of Human Resource Man-
Part II Acquiring Human Resource Capability
Chapter 4 Work Analysis and Design
Chapter 5 Human Resource Planning and Recruitment
Chapter 6 Personnel Selection

Part III Developing Human Resource Capability
Chapter 7 Performance Management and Appraisal
Chapter 8 Training and Development
Chapter 9 Career Development

Part IV Compensating and Managing Human Resources
Chapter 10 Compensation: Base Pay and Fringe Benefits
Chapter 11 Rewarding Performance
Chapter 12 Managing the Employment Relationship
Chapter 13 Labor Relations and Collective Bargaining
Chapter 14 Employee Health and Safety
Appendix A Critical Thinking Applications
Appendix B Chapter Exercises
Appendix C Assessment Guidelines for Self, Peer, and Designated Assessors

Endnotes
Index

INTERNATIONAL EDITION

MANAGING HUMAN RESOURCES
8th Edition
By Wayne Cascio, University of Colorado-Denver
2010 (February 2009) / 752 pages
ISBN: 9780073530260
ISBN: 9780071287708 [IE]
www.mhhe.com/cascio8e

Wayne Cascio’s Managing Human Resources, 8e 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
Chapter 3: The Legal Context of Employment Decisions
Chapter 4: Diversity At Work
Part II EMPLOYMENT
Chapter 5: Planning for People
Chapter 6: Recruiting
Chapter 7: Staffing
Part III DEVELOPMENT
Chapter 8: Workplace Training
Chapter 9: Performance Management
Chapter 10: Managing Careers
Part IV COMPENSATION
Chapter 11: Pay and Incentive Systems
Chapter 12: Indirect Compensation: Employee Benefit Plans
Part V LABOR-MANAGEMENT ACCOMMODATION
Chapter 13: Union Representation and Collective Bargaining
Chapter 14: Procedural Justice and Ethics in Employees Relations
Part VI SUPPORT AND INTERNATIONAL IMPLICATIONS
Chapter 15: Safety, Health, and Employee Assistance Programs
Chapter 16: International Dimensions of Human Resource Management
HUMAN RESOURCE MANAGEMENT
11th Edition
By John M. Ivancevich, University of Houston
2010 (January 2009) / 672 pages
ISBN: 9780073381466
ISBN: 9780071267700 [IE]
www.mhhe.com/ivancevich11e

Ivancevich’s Human Resource Management, 11e takes a management-oriented approach; 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
PART ONE Introduction to Human Resource Management and the Environment
1. Human Resource Management
2. A Strategic Management Approach to 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 Labor-Management Relations and Promoting Safety and Health
15. Labor Relations and Collective Bargaining
16. Managing Employee Discipline
17. Promoting Safety and Health
APPENDIXES
GLOSSARY
INDEXES

LEADERSHIP AND MANAGEMENT DEVELOPMENT
5th Edition
By Alan Mumford, Chloride Group
2010 (April 2010) / 384 pages
ISBN: 9781843982449
McGraw-Hill UK CIPD Title

Firmly established as the leading text in its field, Leadership and Management Development is the ideal core text for students on the CIPD PDS qualification and on business and HR degree programmes, both at undergraduate and postgraduate level. This 5th edition has been re-titled and revised to focus more on leadership in line with how the subject is being taught today. It also achieves a greater balance between theory and practice, supporting in-depth academic and critical thinking. Updated topics include:

- Third author, specialising in industry and leadership, added to the prestigious line-up
- Expanded coverage of diversity, ecology, ethics and SMEs
- A more international, global perspective in line with current teaching practice
- Completely revised and updated references to bring the book up to date

Learning Features
- WebLinks and further reading enable students to explore key ideas, while ‘reflect’, ‘conclude’ and ‘plan’ boxes, discussion questions and group activities engage and challenge students, encouraging them to link issues with industry and form their own conclusions.

WRITTEN FOR - Students on the CIPD PDS qualification and on business and HR degree programmes, both at undergraduate and postgraduate level.

CONTENTS
Leaders and managers, leadership and management development
Strategic management development
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 7th 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 relates to HR problems

CONTENTS
1. Human Resource Management: Gaining a Competitive Advantage
2. Strategic Human Resource Management
3. The Legal Environment: Equal Employment Opportunity and Safety
4. The Analysis and Design of Work
5. Human Resource Planning and Recruitment
6. Selection and Placement
7. Training
8. Performance Management
9. Employee Development
10. Employee Separation and Retention
Part 4 Compensation of Human Resources
11. Pay Structure Decisions
12. Recognizing Employee Contributions with Pay
13. Employee Benefits
Part 5 Special Topics in Human Resources
15. Managing Human Resources Globally
16. Strategically Managing the HR Function
Appendix
Glossary
Photo Credits
Name and Company Index
Subject Index

HUMAN RESOURCE MANAGEMENT
7th 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
2010 (October 2009) / 768 pages
ISBN: 9780073530475
ISBN: 9780071081887 [IE]
www.mhhe.com/noe7e

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 7th 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.

CONTENTS
1. Human Resource Management: Gaining a Competitive Advantage
Part 1 The Human Resource Environment
2. Strategic Human Resource Management
3. The Legal Environment: Equal Employment Opportunity and Safety
4. The Analysis and Design of Work
Part 2 Acquisition and Preparation of Human Resources
5. Human Resource Planning and Recruitment
6. Selection and Placement
7. Training
Part 3 Assessment and Development of HR
8. Performance Management
9. Employee Development
10. Employee Separation and Retention
Part 4 Compensation of Human Resources
11. Pay Structure Decisions
12. Recognizing Employee Contributions with Pay
13. Employee Benefits
Part 5 Special Topics in Human Resources
15. Managing Human Resources Globally
16. Strategically Managing the HR Function
Appendix
Glossary
Photo Credits
Name and Company Index
Subject Index

CRITICAL ISSUES IN HUMAN RESOURCE MANAGEMENT
By Ian C Roper, Middlesex University, Uracha Chatrakul Na-Ayudhya, University of Middlesex and Rea Prouski, Middlesex University
2010 (November 2010) / 470 pages
ISBN: 9781843982425
McGraw-Hill UK CIPD Title
A new critical and authoritative textbook for all HRM modules.

KEY SELLING FEATURES
✓ Provides students with a critical evaluation of the core HRM topics, problematising subjects to encourage sophisticated thinking about HR interventions
✓ Is written by a team of experts from the UK and from international institutions, bringing a number of diverse perspectives to HRM
✓ Draws out the importance of state/corporate governance of the workplace and the politics of workplace relations
✓ Integrates students’ prior understanding of the key operational aspects of HRM with the wider institutional and social contexts in which they occur
✓ Expands students’ knowledge of HR-related theory with wider social and business theory, enabling them to apply critical approaches to HR problems
✓ Is unique in that it is designed to cater for a year-long module
✓ Section 3 is unique in applying HRM practices to specific industry contexts rather than assuming ‘best practice’ is universal. This will enable students to think about how different issues might be dealt with differently in say an NHS trust and a hotel
✓ This text comes with online resources for students and tutors including a lecturer’s guide and PowerPoint slides.

MARKET
✓ 3rd year UG or PG business students taking HRM, strategic HRM or contemporary module that takes a critical approach
✓ HRM programmes on MBAs

CONTENTS
Preface: How to use this book
Introduction
Section 1: The influences and shapers of HR strategy
Ethics(1): Corporate governance and HRM
Ethics(2): Corporate social responsibility and HRM
Managing HR in differing national contexts
The future of work: Beyond utopian and dystopian views
The economic environment: Corporate finance and HRM
Politics, the regulatory environment and HRM
HRM and socio-demographics: Age diversity and the future workforce
Integrating and applying the external drivers into HR strategy
Section 2: HR processes and practices
Critical issues in people resourcing(1): Measuring ‘performance’ in HRM
Critical issues in people resourcing(2): The dilemmas with outsourcing and offshoring
Critical issues in employee relations(1): From employee Consent to employee engagement
Critical issues in employee relations(2): Individualism, unitarism and employee voice
Critical issues in learning and development: Beyond the learning organisation
Critical issues in reward management
Critical issues in equality and diversity(1): Gender equity and the inadequacy of the work-life-balance narrative
Critical issues in equality and diversity(2): Defining and challenging institutional racism
Critical issues in equality and diversity(3): Disability discrimination and
the modern workplace

Section 3: Contextualising HRM: Sectoral views of HR practice

HRM in manufacturing
HRM in private services
HRM in public services
HRM in the not-for-profit sector

Section 4: Conclusions

Future Issues: Five national and five global challenges for HRM

CASING IN ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT

By Mirza Saiyadain, International Management Institute New Delhi

2009 (March 2009) / 160 pages

ISBN: 9780070152571

McGraw-Hill India Title

(1) There are 17 cases in the OB area dealing with issues such as women employment, sexual harassment, work culture, job satisfaction, mentoring, communication, employee commitment, interpersonal conflict, team management, leadership style etc.

(2) There are 15 cases in the area of HRM. Their focus varies from discipline management, promotion, worker participation, union management, recruitment & selection, training & development, career planning, and compensation management.

(3) In addition there is a detailed note on case methods of teaching & training and small introductory notes on OB & HRM

CONTENTS

PART I: INTRODUCTION

Method of Teaching/Training in Management

PART II: ORGANISATIONAL BEHAVIOUR

Chapter 1: ABC U undertaking
Chapter 2: Alpha Chennai Plant
Chapter 3: BeC Limited
Chapter 4: Bharat R rayons
Chapter 5: Farmers E empowerment-An IT ITC Way
Chapter 6: Government’s D dilemma
Chapter 7: International Market research Company
Chapter 8: Mahila Mandal
Chapter 9: Manufacturers Limited
Chapter 10: Modernisation of Mind at tata Steel
Chapter 11: National electric equipment Company
Chapter 12: Ramson Company
Chapter 13: Rash Pharmaceuticals
Chapter 14: Rewa-The research Associate
Chapter 15: Techtel Company
Chapter 16: Transtel electronics
Chapter 17: Universal Limited

PART III: HUMAN RESOURCE MANAGEMENT

Chapter 18: Arogya Baginis in Vejalpur Municipality
Chapter 19: Bharat A arms Company
Chapter 20: Bharat automobile Company
Chapter 21: Employee Participation at Bank of Baroda
Chapter 22: Fitter Murari
Chapter 23: Germalm Limited
Chapter 24: Harnam Singh-Crane Driver
Chapter 25: Indian Company
Chapter 26: Management’s Dilemmas
Chapter 27: Marine Electric Company
Chapter 28: National Oil Company
Chapter 29: Quality Engineering Works
Chapter 30: Tiger Toys
Chapter 31: Vadatra International solutions
Chapter 32: Driver Veer Singh

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: 9780071232180 [IE]
ISBN: 9780071258791 [IE - 1 Color Printing]

CONTENTS

PART 1: FRAMEWORKS AND CHALLENGES

1. The Human Resource Framework
2. Environmental Challenges
3. International Challenges
4. Equal Employment Challenges

PART 2: PREPARATION AND SELECTION

5. Job analysis and Design
7. Recruitment 8. Selection

PART 3: DEVELOPMENT AND EVALUATION

9. Orientation, Placement, and Separation
10. Training and Development
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

REVUE COPY

(Available for course adoption only)

To request for a review copy, 
- contact your local McGraw-Hill representatives or,
- fax the Review Copy Request Form found in this catalog or,
- e-mail your request to mghasia_aq@mcgraw-hill.com or,
- submit online at www.mheducation.asia
Human Resource Management - Supplements

MANAGER’S HOT SEAT ONLINE ACCESS CARD
2nd Edition
By McGraw-Hill/Irwin
2007 (June 2006)
ISBN: 9780073312125
ISBN: 9780071261906 [IE]

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
Case 16: Globalization
Case 17: Cyber Loafing
Case 18: Bullying in the Workplace
Case 19: Integrated Work Conflict
Case 20: Leadership vs. Management
Case 21: Workplace Violence

NEW

TAKING SIDES: CLASHING VIEWS IN HUMAN RESOURCES MANAGEMENT
2nd Edition
By Pramila Rao, Marymount University
2013 (March 2012)
ISBN: 9780073527369

Taking Sides volumes present current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with Learning Outcomes, an Issue Summary, an Introduction, and an Exploring the Issue section featuring Critical Thinking and Reflection, Is There Common Ground?, and Additional Resources. Taking Sides readers also offer a Topic Guide and an annotated listing of Internet References for further consideration of the issues. An online Instructor’s Resource Guide with testing material is available for each volume. Using Taking Sides in the Classroom is also an excellent instructor resource. Visit www.mhhe.com/takingsides for more details.

NEW

ANNUAL EDITIONS: HUMAN RESOURCES 11/12
20th Edition
By Fred Maidment, Western Connecticut State University
2012 (March 2011) / 192 pages
ISBN: 9780073528670

www.mhhe.com/annualeditions

The Annual Editions series is designed to provide convenient, inexpensive access to a wide range of current articles from some of the most respected magazines, newspapers, and journals published today. Annual Editions are updated on a regular basis through a continuous monitoring of over 300 periodical sources. The articles selected are authored by prominent scholars, researchers, and commentators writing for a general audience. The Annual Editions volumes have a number of common organizational features designed to make them particularly useful in the classroom: a general introduction; an annotated table of contents; a topic guide; an annotated listing of selected World Wide Web sites; and a brief overview for each section. Each volume also offers an online Instructor’s Resource Guide with testing materials. Using Annual Editions in the Classroom is a general guide that provides a number of interesting and functional ideas for using Annual Editions readers in the classroom. Visit www.mhhe.com/annualeditions for more details.

NEW TO THIS EDITION

- Enhanced Pedagogy/ Learning Outcomes at the beginning of each unit. Critical Thinking questions at the end of each article.

- Correlation Guide:

www.mhhe.com/mhcp/CorrelationGuides/AE_Human_Resources_1112.pdf
This convenient guide matches the units in Annual Editions: Human Resources 11/12 with the corresponding chapters in three of our best-selling McGraw-Hill Human Resource textbooks by Noe et al., Byars/Rue, and Cascio.

CONTENTS
Preface
Correlation Guide
Topic Guide
Internet References

Unit 1: Human Resource Management in Perspective
Part A. Human Resource Management in Perspective
1. Leveraging HR and Knowledge Management in a Challenging Economy, Society for Human Resource Management
2. Building Sustainable Organizations: The Human Factor
Part B. Human Resources and Corporate Strategy
3. Stepping Up to the Table: The HR Professional’s Role in Corporate Strategy

Part C. Executive Pay
4. The American “Relos,”
5. Employers Prepare to Keep, Not Lose, Baby Boomers
Part C. Americans with Disabilities Act
6. Pushing ADA Beyond the Limits
7. On January 1, 2009 the ADA Amendments Act of 2008 Became Effective
Part D. Sexual Harassment
8. Sexual Harassment 2.0: How to Combat Sexual Techno-Harassment in the Workplace

Unit 2: Meeting Human Resource Requirements
Part A. Job Requirements
9. White Collared
Part B. Human Resources Planning, Selection and Recruitment
10. Six Ways to Strengthen Staffing
11. The Disposable Worker
12. Biogs of Talent
Part C. Human Resource Information Systems
13. Playing IT Big Brother: When Is Employee Monitoring Warranted?

Unit 3: Creating a Productive Work Environment
Part A. Motivating Employees
15. The ‘Brain Drain’: How to Get Talented Women to Stay
16. Rewarding Outstanding Performance: Don’t Break the Bank
Part B. Facilitating Communication
17. Processes, Prospects, and Promises of Electronic Leadership

Unit 4: Developing Effective Human Resources
Part A. Training Employees
18. Don’t Punish Employees with Training
19. Your Co-Worker, Your Teacher: Collaborative Technology Speeds Peer-Peer Learning
Part B. Diversity in the Workplace
Part C. Job Security
21. Laid Off!

Unit 5: Implementing Compensation, Benefits, and Workplace Safety
Part A. Managing Employee Compensation
22. Legal Implications of Unpaid Internships
Part B. Incentive Compensation
23. Opening Keynote: Rethinking Pay for Performance
Part C. Executive Pay
24. U.S. Targets Excessive Pay for Top Executives: Compensation Czar to Oversee Firms at Heart of Crisis
Part D. Health and Safety
25. Putting the Hurt On
26. Workplace Bullying Threatens Employers
Part E. Benefits
27. Making Benefits Matter
Part F. Retirement Programs
28. The New 401(k) Landscape: How Plan Sponsors Can Adapt

Part A. Disciplinary Action
29. Finding and Fixing Corporate Misconduct
30. Poor Performance & Due Process
Part B. Temporary and Part-Time Employees
31. Managing Part-Time Employees
32. Sharing Work—and Unemployment Benefits
Part C. Ethics
33. Fighting the Good Fight
34. Baking Ethics into Company Culture

Unit 7: International Human Resource Management
Part A. Outsourcing and Off-Shoring
35. Global Outsourcing
Part B. Managing International Human Resources
36. America’s Other Immigration Crisis
37. Offshored Headquarters
38. Multiple Choice
Test-Your-Knowledge Form

Taking Sides: Clashing Views in Human Resource Management
By Pramila Rao, Marymount University
2011 (May 2010) / 416 pages
ISBN: 9780073527338

TAKING SIDES: CLASHING VIEWS IN HUMAN RESOURCE MANAGEMENT

Taking Sides volumes present 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 or challenge questions. Taking Sides readers feature an annotated listing of selected World Wide Web sites. An online Instructor’s Resource Guide with testing material is available for each volume. Using Taking Sides in the classroom is also an excellent instructor resource. Visit www.mhhe.com/takingsides for more details.

CONTENTS
Unit 1 Legal Environment
Issue 1. Is Affirmative Action Still Necessary?
Issue 2. Will the Americans with Disabilities Act Amendments Act (ADAAA) Be Abused in the U.S. Workplace?
Issue 3. Is the “Living Wages” Concept the Best Answer for High Employee Turnover among Lower-Skilled Employees?
Issue 4. Should Employees Be Allowed to Wear Symbols of Faith to the Workplace?

Unit 2 Talent Acquisition
Issue 5. Are Social Networking Sites Good Recruitment Sources?
Issue 6. Are Personality Tests Good Predictors of Employee Performance?
Issue 7. Would Mandatory Background Checks for All Employees Reduce Negligent Hiring Lawsuits?
Issue 8. Is Cognitive Ability Testing a Good Predictor of Work Performance?

Unit 3 Women in Corporate Levels
Issue 9. Does the Glass Ceiling Still Exist in U.S. Organizations?
Issue 10. Do Women Make Better Business Leaders?

Unit 4 Employee Performance and Organizational Productivity
Issue 11. Does E-Learning Actually Promote Employee Learning and Development?
Issue 12. Does Increased Dependence on Laptops, Cell Phones, and PDAs Hurt Employee Productivity?
Issue 13. Do Unions Help Organizational Productivity?

Unit 5 Compensation and Performance Appraisal
Issue 14. Has Merit Pay Lost Its Meaning in the Workplace?
Issue 15. Do Intrinsic Rewards Provide for Better Employee Retention?
Issue 16. Is Forced Ranking an Effective Performance Management Approach?
Human Resource Strategy

STRATEGIC HUMAN RESOURCE MANAGEMENT
By Paul Boselie, University of Tilburg
2010 (March 2010) / 432 pages
ISBN: 9780077119980
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/Boselie

Strategic Human Resource Management offers an engaging and comprehensive discussion of the factors that address the shaping of HRM in organizations. This book addresses key questions such as:

- How can an organization create an agile and sustained competitive environment without violating individual employee well-being?
- How can we cope with work life balance issues and maintain flexibility in firms?
- How can we manage the older worker in an ever aging population?
- What lessons can be learned from stakeholder management in highly institutionalized contexts?
- How can be balance the employee and the employer perspective?
- What is the impact of human resource management (HRM) on performance?

CONTENTS
Chapter 1: Introduction: Strategic human resource management in the 21st century
Chapter 2: Strategic human resource management & context
Chapter 3: Human resource management & performance: Adding value through people
Chapter 4: HR metrics & measurement
Chapter 5: Achieving the right balance
Chapter 6: High performance work systems
Chapter 7: Selective recruitment & selection
Chapter 8: Performance management
Chapter 9: Compensation
Chapter 10: Development
Chapter 11: Employee participation
Chapter 12: HR roles
Chapter 13: International human resource management
Chapter 14: Human resource transformation

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: 9780256211894
ISBN: 9780071181112 [IE]

CONTENTS
Part 1: Understanding Behavior in Organizations: Basic Theoretical Orientations
Chapter 1 The Effective Management of People: An Introduction and Point-of-View
Chapter 2 Some Basic Theory about Ability, Motivation, and Opportunity
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
Chapter 7: Performance Management Systems
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
Part 4: Designing HR Systems for Specific Business Situations
Illustration 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

HUMAN RESOURCE STRATEGY
By James W Walker, The Walker Group
1992 / 448 pages
ISBN: 9780071128896 [IE]

CONTENTS
1. Introduction.
4. Shaping Expectations.
5. Designing the Future Organization.
6. Strategic Staffing.
7. Developing Employee Talent.
13. Evaluating Results in Managing Human Resources.
Heneman and Judge’s Staffing Organizations, 7/e, 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.

NEW TO THIS EDITION

- Enhanced Coverage of Human Resources Information Systems and their role in all phases of the staffing process, including legal implications. The authors have also substantially increased our coverage of some increasingly important topics, including diversity in the planning process, emotional intelligence tests, video and computer interviews, and the impact of the internet and other technological changes on legal practice.
- Learning Objectives. All chapters have outlines and learning objectives to facilitate student learning. The chapter introductions have been revised as well
- Engaging Writing Style. Authors made extensive changes to each chapter, using a first-person voice, and shortening sentences where feasible creating a more accessible writing style.

CONTENTS

Chapter 1 Staffing Models and Strategy
Chapter 2 Legal Compliance
Chapter 3 Planning
Chapter 4 Job Analysis and Rewards
Chapter 5 External Recruitment
Chapter 6 Internal Recruitment
Chapter 7 Measurement
Chapter 8 External Selection I
Chapter 9 External Selection II
Chapter 10 Internal Selection
Chapter 11 Decision Making

Chapter 12 Final Match
Chapter 13 Staffing System Management
Chapter 14 Retention Management

PEOPLE RESOURCING

5th Edition

By Stephen Taylor, Manchester Metropolitan University

2010 (September 2010)

ISBN: 9781843982517

McGraw-Hill UK CIPD Title

This textbook has been written for the new optional CIPD postgraduate module Resourcing and Talent Management. It is also ideal for students studying People Resourcing modules on non-CIPD programmes.

CONTENTS

Introducing resourcing and talent management
Employment markets
Flexibility
Fairness and diversity
Human resource planning
Job analysis and job design
Recruitment advertising
Alternative recruitment methods
Employer branding
Selection: The classic trio
Advanced methods of employee selection
The new employee
Succession planning
Measuring and analysing employee turnover
Improving employee retention
Retirements
Managing redundancy
Dismissals
Resourcing and talent management strategies
Future developments and debates

MANAGING AND LEADING PEOPLE

2nd Edition

By Charlotte Rayner and Derek Adam-Smith

2009 (March 2009) / 300 pages

ISBN: 9781843982173

McGraw-Hill UK CIPD Title

This in-depth yet concise text has been designed specifically to cater for the CIPD module in Managing and Leading People and as such is closely aligned to the Standards. Students on similar modules with appropriate content such as People and Organisations, on wider business degrees, will also find the book extremely useful. Building on the success of the first edition, this revised and updated edition adopts a more international perspective and includes brand new material, including more on organisational behaviour. Other hot topics covered include managing and leading people in a strategic context, ethics and diversity, the psychological contract, motivation and reward, recruitment and selection and developing for the future. The text includes a range of learning features to encourage students to be more critical, such as case studies, real-world examples and discussion questions.

CONTENTS

Managing and Leading People in High Performance Organisations
The Strategic Context
Employee Involvement and Participation
Leadership
Ethics and Diversity in Human Resources
Compensation

INTERNATIONAL EDITION

EMPLOYEE BENEFITS
4th Edition
By Joseph Martocchio, University of Illinois-Champaign
2011 (July 2010) / 400 pages
ISBN: 9780073530529
ISBN: 9780071289436 [IE]
www.mhhe.com/martocchio4e

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 courses. 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 the author 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 Fourth 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 Fourth Edition.

CONTENTS

PART 1: INTRODUCTION TO EMPLOYEE BENEFITS
Chapter 1: Introducing Employee Benefits
Chapter 2: The Psychology of Employee Benefits
Chapter 3: The Economics of Employee Benefits
Chapter 4: Regulating Employee Benefits

PART 2: RETIREMENT, HEALTH, and LIFE INSURANCE
Chapter 5: Employer-Sponsored Retirement Plans
Chapter 6: Employer-Sponsored Health Insurance Programs
Chapter 7: Employer-Sponsored Disability Insurance and Life Insurance
Chapter 8: Government-Mandated Social Security and Workers’ Compensation Programs

PART 3: SERVICES
Chapter 9: Paid Time-Off and Flexible Work Schedules
Chapter 10: Accommodation and Enhancement Benefits

PART 4: EMPLOYEE BENEFITS: DESIGN AND GLOBAL ISSUES
Chapter 11: Managing the Employee Benefits System
Chapter 12: Global Employee Benefits at a Glance

INTERNATIONAL EDITION

COMPENSATION
10th Edition
By George Milkovich, Cornell University-Ithaca and Jerry Newman, Suny Buffalo and Barry Gerhart, University of Wisconsin-Madison
2011 (January 2010) / 712 pages
ISBN: 9780073530499
ISBN: 9780071289450 [IE]
www.mhhe.com/milkovich10e

Compensation, 10th Edition, by Milkovich, Newman and Gerhart is the market-leading text in this course area. It offers instructors current research material, in depth discussion of topics, integration of Internet coverage, excellent pedagogy, and a truly engaging writing style. The authors consult with leading businesses, have won teaching awards, and publish in the leading journals. This text examines 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 compensation issues in the context of current theory, research, and real-business practices. Milkovich, Newman and Gerhart strive to differentiate between beliefs and opinions from facts and scholarly research. They showcase practices that illustrate new developments in compensation practices as well as established approaches to compensation decisions. Time after time, adopters relay stories of students getting job offers based on the knowledge they learned from this book.

CONTENTS

Part One: Introducing the Pay Model and Pay Strategy
Chapter 1 The Pay Model
Chapter 2 Strategy: The Totality of Decisions
Part Two: Internal Alignment: Determining the Structure
Chapter 3 Defining Internal Alignment
Chapter 4 Job Analysis
Chapter 5 Job-Based Structures and Job Evaluation
Part Three: External Competitiveness: Determining the Pay Level
Chapter 6 Person-Based Structures
Chapter 7 Defining Competitiveness
Chapter 8 Designing Pay Levels, Mix, and Pay Structures
Part Four: Employee Contributions: Determining Individual Pay
Chapter 9 Pay-for-Performance: The Evidence
Chapter 10 Pay-for-Performance Plans
Chapter 11 Performance Appraisals
Part Five: Employee Benefits
Chapter 12 The Benefit Determination Process
Chapter 13 Benefit Options
Part Six: Extending the System
Chapter 14 Compensation of Special Groups
Chapter 15 Union Role in Wage and Salary Administration
Chapter 16 International Pay Systems
Part Seven: Managing the System
Chapter 17 Government and Legal Issues in Compensation
Chapter 18 Management: Making It Work
Glossary
Name Index
Subject Index
Training and Development

LEARNING AND DEVELOPMENT
5th Edition
By Rosemary Harrison
2009 (March 2009) / 400 pages
ISBN: 9781843982166
McGraw-Hill UK CIPD Title

Now in its fifth edition, Rosemary Harrison’s insightful and engaging L&D text remains the definitive textbook for HRD and HRM students at postgraduate level, including those studying the CIPD qualification, and for those taking ‘development modules’ in disciplines such as health, PGCE - post-compulsory education and public administration. Learning and Development is an increasingly important subject in business today; it is also a vast and complex topic. This textbook presents a comprehensive, balanced and detailed exploration of L&D, at the same time making it accessible to all through a clear writing style and a range of learning features such as case studies, examples, questions and exercises. Written by a leading expert in the field and the former CIPD Chief Examiner, Learning and Development provides an invaluable framework for anyone studying the subject. This fully revised and updated edition covers the most recent trends, challenges and research in L&D and includes access to revision guides and online manuals via a companion website.

CONTENTS
PART 1: UNDERSTANDING THE FIELD
Learning and Development in Organisations Today
National Skills Strategy
Reforming Vocational Education and Training

PART 2: GETTING TO GRIPS WITH THE PRACTICE
Understanding Learning and the Learners
Promoting Workplace Learning and Knowledge
Enhancing Performance Management
A 6-Stage Training Cycle for Co-creating Value
The 6-Stage Cycle in Action: A case study
Achieving Ethical Practice

PART 3 MAKING A BUSINESS CONTRIBUTION
The L&D Agenda in Different Sectoral Settings
Shaping and Managing the L&D Function
Producing and Implementing L&D Strategy
Developing L&D Partnerships
Adding Value.

PART 4 BUILDING FOR THE FUTURE
Tackling Challenges of Change

Promoting Talent and Career Development
Developing Leaders and Managers
Pulling the Threads Together: Claims and Challenges

Invitation to Publish
McGraw-Hill is interested to review your textbook proposals for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com.

Visit McGraw-Hill Education (Asia)
Website: http://www.mheducation.asia/publish/
Labor Relations & Collective Bargaining

Chapter 1 Introduction
Chapter 2 The Evolution of American Labor
Chapter 3 Employment 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
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 Market Economies

MALAYSIAN INDUSTRIAL RELATIONS AND EMPLOYMENT
7th Edition
By Maimunah Aminuddin, Universiti Teknologi MARA
2011 (April 2011)
ISBN: 9789675771262
An Asian Publication
(Details unavailable at press time)

EMPLOYMENT RELATIONS
Theory & Practice, 2nd Edition
By Mark Bray and Peter Waring of University of Newcastle and Rae Cooper, University of Sydney
2011 (May 2011)
ISBN: 9780072827266
McGraw-Hill Australia Title
www.mhhe.com/au/bray2e

Building on the huge success of the first edition of Employment Relations by Bray, Waring and Cooper, this second edition is fully updated and revised to incorporate changes brought about by the Fair Work Act 2009. Employment Relations 2e is also the only book in the market that is on a two year publishing cycle making it your preferred option for teaching the most up to date information. The book has been thoroughly revised and streamlined to make it even easier to navigate and to further improve the learning experience. It also includes news stories from 2010 which demonstrate the Fair Work Act in action, and as it has been tested by various organisations, corporations and the government since the Act came into force. Chapters 9 & 10 have been extensively revised. Chapter 9 has been restructured to focus on statutory standards and workplace rights in the areas of minimum employment standards, unfair dismissal, equal employment opportunity and occupational health and safety. Chapter 10 on bargaining structures and processes has also been extensively updated in accordance with the changes brought about by the Fair Work Act 2002.

CONTENTS
Part 1: Theory And Context
Ch 1. What is employment relations?
Ch 2. The study of employment relations
Ch 3. Theoretical comparisons
Ch 4. The changing context of Australian employment relations

NEW TO THIS EDITION
- The Health Insurance section in Chapter 9 has been completely rewritten and expanded to include a section on the PPACA (Obamacare) and an accompanying table listing the chronology of major changes that are mandated by the legislation.
- New material has been added to the New Leadership Section on SEIU-UNITE-HERE conflicts, the election of Ron Trumka to heading AFL-CIO, and Andy Stern’s retirement from the SEIU and Change to Win coalition.
- Two sections on Supreme Court decisions that strongly support the use of arbitration to resolve both contractual and statutory grievances without the resort to strike or adjudication have been added to Chapter 15.
- Chapter 14 notes the flip-flopping of executive orders of Presidents Bush and Obama with regard to project labor agreements in federal construction projects.
- The end of chapter case in Chapter 16 was revised to include and emphasize the defined benefit pension plan that is in the contract. This included failing property values as a problem in negotiations, particularly given that school financing is primarily through property taxes.
NEW TO THIS EDITION

- Integrative Sections - The text contains four integrative chapters, which examine links between each part and across the book as a whole, thus facilitating a more complete understanding of the subject.
- The book covers the key areas of employment relations, including both traditional and contemporary topics. It integrates SMEs and non-unionised organisations into the analysis, as well as covering other current issues such as corporate governance.
- Pedagogy - Each chapter contains a number of features to enrich student learning and assimilation of topics covered, including case studies, interactive student exercises, summary points, review and discussion questions, and suggested further reading.

CONTENTS

PART 1 Introducing employment relations
1 The subject of employment relations
2 Control in employment relations
3 The changing contexts of employment relations in Great Britain
Integration 1 Comparing employment relations systems

PART 2 The parties in employment relations
4 Employers, managers and management styles
5 Trade unions and other collective associations of employees
6 The role of the State in employment relations
Integration 2 Integrating parties and contexts in employment relations

PART 3 Interpersonal processes in employment relations
7 Discipline and grievance
8 Dismissal and redundancy

Integration 3 Integrating the effects of interpersonal processes

PART 4 Organisational processes in employment relations
9 Employee voice
10 Equality and diversity management
11 Collective bargaining and pay determination
12 Negotiation
13 Conflict and protest in employment relations
Integration 4 Integrating the effects of organisational processes

Glossary

Index
INTRODUCTIONS 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: 9780071254250 (JE)

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.

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

MALAYSIAN INDUSTRIAL RELATIONS AND EMPLOYMENT

6th Edition
By Maimunah Aminuddin, Universiti Teknologi MARA
2007 (July 2007) / 380 pages
ISBN: 9789833850129

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

International Human Resource Management

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

3rd Edition
By Chris Brewster, Paul Sparrow and Guy Vernon
2011 (September 2011)
ISBN: 9781843982661

McGraw-Hill CIPD UK Title

The primary market is now non-CIPD students taking an International HRM course at undergraduate or postgraduate level. The new CIPD postgraduate qualification does not include a specific module on International HRM; instead, all modules are supposed to have an international element.

- New Contemporary Issues chapter including material on ethics and international HRM in turbulent economic times
- More material on managing and supporting international assignments
- A short case study and a longer case study with questions within each chapter from a range of different countries
- Improved range of learning features including key learning points, annotated further reading including weblinks, reflective activities and ‘theory in practice’ boxes

CONTENTS

Part 1: National Cultures
The impact of national culture
Culture and organisational life

Part 2: Comparative HRM
Comparative HRM: Theory and practice
The role of HR department
Recruitment and selection reward
Training and development
Flexibility and work-life balance
Employee relations and communications

Part 3: International HRM
International HRM: Theory and practice
Managing international working
Managing diversity in international working

Part 4: New developments and the role of the HR function
Contemporary issues in international HRM
Managing international HRM
the study of culture; for example the role of language, diversity management and the concept of identity.

• Greater emphasis on cross-cultural negotiation and intercultural team-building.
• More on the ‘Stress and Coping Approach’.
• More corporate examples to stress the topicality of the subject area.
• New learning features: ‘applying theory to practice’ boxes and review questions.
• Improved web site with annotated web links and self-assessment exercises for students, and PowerPoint slides, class exercises and additional case studies for lecturers.

CONTENTS
INTRODUCTION
Chapter 1. Introduction : CULTURE: USES AND LIMITATIONS
Chapter 2. The Meaning(s) of Culture: Chapter 3. Understanding Models of Culture: Traditional Views
Chapter 4. Conceptualising Culture: Emerging Approaches
CROSS-CULTURAL SOCIAL RELATIONS IN THE WORKPLACE
Chapter 5. Managing Organisational Arrangements
Chapter 6. Communication
Chapter 7. Leadership
Chapter 8. Motivating workers
MANAGING ACROSS CULTURES
Chapter 9. Inter-Cultural Competencies
LOOKING TO THE FUTURE
Chapter 11. Conclusions: Culture Revisited

INTERNATIONAL AND COMPARATIVE HUMAN RESOURCE MANAGEMENT
By Graham Hollinshead
2009 (November 2009)
ISBN: 9780077121600
McGraw-Hill UK Title
http://mcgraw-hill.co.uk/textbooks/hollinshead

International and Comparative Human Resource Management offers students a clear and contemporary introduction to issues in managing the human aspects of international organisations. International Human Resource Management (HRM) has grown in significance as a field of study over the past decade, due to the internationalisation of business, freedom of movement of labour and capital, and international regulation of employment matters. This new book takes a fresh and distinctive approach, combining analysis of international HR policy and practice with detailed exposition of contexts and systems of HR in a selection of developed and developing countries.

CONTENTS
Part One Introduction and the Global Context
Chapter 1 International HRM – its Growth and Significance
Chapter 2 Institutional and Cultural Influences on HRM
Chapter 3 Multinational Corporations
Part Two International Themes
Chapter 4 Staffing the Multinational Enterprise – Expatriation and Managing Across Borders
Chapter 5 Working Across Borders – the Expatriation Cycle
Part Three Comparative Themes and Regional Studies
Chapter 6 International Labour Relations and Employee Participation
Chapter 7 The Americas – the United States of America and Mexico
Chapter 8 HRM and Europe
Chapter 9 HRM in East Asia
Chapter 10 HRM in Developing Countries
Chapter 11 Conclusion and Summary

CROSS-CULTURAL MANAGEMENT
In Work Organizations, 2nd Edition
By Ray French, Portsmouth Business School
2010 (March 2010) / 320 pages
ISBN: 9781843962432
McGraw-Hill CIPD UK Title

This title offers up-to-date and comprehensive coverage of cross-cultural social relations in the work setting, and provides an evaluation of existing and emerging frameworks for understanding cross-cultural differences. The book’s international scope will be strengthened through the use of new case studies and examples taken from all regions of the world.

Changes for the 2nd edition:

• Greater stress on emerging issues and frameworks underlying
Charles Hill’s Global Business Today, 7e has become the most widely used text in the International Business market. Hill explains that he attempted to write a book that: (1) is comprehensive and up-to-date, (2) goes beyond an uncritical presentation and shallow explanation of the body of knowledge, (3) maintains a tight, integrated flow between chapters, (4) focuses on managerial implications, (5) incorporates ancillary resources that enliven the text and make it easier to teach. 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. The author’s passion and enthusiasm for the international business arena is apparent on every page. 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. For example, read the text description of Mixed Economy on pages 52-53.

CONTENTS
Part One Globalization
Chapter 1 Globalization
Part Two Country Differences
Chapter 2 National Differences in Political Economy
Chapter 3 National Differences in Culture
Chapter 4 Ethics in International Business
Part Three Cross-Border Trade and Investment
Chapter 5 International Trade Theory
Appendix A: International Trade and the Balance of Payments
Chapter 6 The Political Economy of International Trade
Chapter 7 Foreign Direct Investment
Chapter 8 Regional Economic Integration
Part Four Global Money System
Chapter 9 The Foreign Exchange Market
Chapter 10 The International Monetary System
Part Five Competing in a Global Marketplace
Chapter 11 The Strategy of International Business
Chapter 12 Entering Foreign Markets
Chapter 13 Exporting, Importing, and Countertrade
Chapter 14 Global Production, Outsourcing, and Logistics
Chapter 15 Global Marketing and R & D
Chapter 16 Global Human Resource Management

GLOBAL BUSINESS TODAY
7th Edition
By Charles W L Hill, University of Washington
2011 (October 2010) / 608 pages
www.mhhe.com/hillgbt7e

Charles Hill’s Global Business Today, 7e has become the most widely used text in the International Business market. Hill explains that he attempted to write a book that: (1) is comprehensive and up-to-date, (2) goes beyond an uncritical presentation and shallow explanation of the body of knowledge, (3) maintains a tight, integrated flow between chapters, (4) 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. 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. The author’s passion and enthusiasm for the international business arena is apparent on every page. 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. For example, read the text description of Mixed Economy on pages 52-53.

CONTENTS
Part One – Introduction and Overview
Chapter 1- Globalization
Part Two – Country Differences
Chapter 2 National Differences in Political Economy
Chapter 3 Differences in Culture
Chapter 4 Ethics in International Business
Cases:
to create the most thorough, up-to-date, and thought-provoking text on the market. International Business—An Asian Perspective maintains a tightly integrated flow between the chapters and identifies how real managers succeed or fail in the global economy. It includes information, examples, and cases that highlight the challenges and opportunities of doing business in Asia, as well as the role of Asian businesses in the global market. The authors' passion for international business is apparent on every page as they make important theories interesting, informative, and accessible to all readers.

CONTENTS

Part One—Introduction and Overview
1. Globalization

Part Two—Country Differences
2. National Differences in Political Economy
3. Differences in Culture
4. Ethics in International Business

Cases: Etch-a-Sketch Ethics / Matsushita and Japan’s Changing Culture / Enron and the Dabhol Power Company

Part Three—The Global Trade and Investment Environment
5. International Trade Theory
6. The Political Economy of International Trade
7. Foreign Direct Investment
8. Regional Economic Integration


Part Four—The Global Monetary System
9. The Foreign Exchange Market
10. The International Monetary System
11. The Global Capital Market

Cases: The Tragedy of the Congo / Japan’s Surging Samurai Bond Market / Singapore’s Exchange Rate Management System

Part Five—The Strategy and Structure of International Business
12. The Strategy of International Business
13. The Organization of International Business
14. Entry Strategy and Strategic Alliances

Cases: Etch-a-Sketch Ethics / Matsushita and Japan’s Changing Culture / Enron and the Dabhol Power Company

Part Six—International Business Operations
15. Exporting, Importing, and Countertrade
16. Global Production, Outsourcing, and Logistics

Cases: Organizational Culture and Incentives at Lincoln Electric / American Rice, Inc. in Vietnam / Jollibee: Catering to Local Tastebuds the World Over

Part Seven—International Business Environments
17. Global Production, Outsourcing, and Logistics
18. Global Human Resource Management
19. Accounting in the International Business Environment

Cases: Molex / Proctor & Gamble in Japan / Merrill Lynch in Japan

Glossary
Photo Credits
Index

INTERNATIONAL BUSINESS
An Asian Edition

By Charles W.L. Hill, Wee Chow-Hou (Nanyang Technological University) and Krishna Udayasankar (Nanyang Technological University)

2011 (August 2011) / 808 pages
ISBN: 9780071088053
An Asian Publication
www.mheducation.asia/olc/hillweeudaya

There is a reason why instructors around the world have relied on the market-defining product International Business—Competing in the Global Marketplace: it has consistently exceeded instructors' expectations while preparing students to confront the unique challenges of global business. Now, International Business—An Asian Perspective goes one step further to offer more. A definitive text for Asian students and the global student interested in the multiple opportunities in Asia, it brings together the varied teaching, writing, and global consulting expertise of Charles Hill, Chow-Hou Wee, and Krishna Udayasankar to create the most thorough, up-to-date, and thought-provoking text on the market. International Business—An Asian Perspective maintains a tightly integrated flow between the chapters and identifies how real managers succeed or fail in the global economy. It includes information, examples, and cases that highlight the challenges and opportunities of doing business in Asia, as well as the role of Asian businesses in the global market. The authors' passion for international business is apparent on every page as they make important theories interesting, informative, and accessible to all readers.

CONTENTS

Part One—Introduction and Overview
1. Globalization

Part Two—Country Differences
2. National Differences in Political Economy
3. Differences in Culture
4. Ethics in International Business

Cases: Etch-a-Sketch Ethics / Matsushita and Japan’s Changing Culture / Enron and the Dabhol Power Company

Part Three—The Global Trade and Investment Environment
5. International Trade Theory
6. The Political Economy of International Trade
7. Foreign Direct Investment
8. Regional Economic Integration


Part Four—The Global Monetary System
9. The Foreign Exchange Market
10. The International Monetary System
11. The Global Capital Market

Cases: The Tragedy of the Congo / Japan’s Surging Samurai Bond Market / Singapore’s Exchange Rate Management System

Part Five—The Strategy and Structure of International Business
12. The Strategy of International Business
13. The Organization of International Business
14. Entry Strategy and Strategic Alliances

Cases: Etch-a-Sketch Ethics / Matsushita and Japan’s Changing Culture / Enron and the Dabhol Power Company

Part Six—International Business Operations
15. Exporting, Importing, and Countertrade
16. Global Production, Outsourcing, and Logistics

Cases: Organizational Culture and Incentives at Lincoln Electric / American Rice, Inc. in Vietnam / Jollibee: Catering to Local Tastebuds the World Over

Part Seven—International Business Environments
17. Global Production, Outsourcing, and Logistics
18. Global Human Resource Management
19. Accounting in the International Business Environment

Cases: Molex / Proctor & Gamble in Japan / Merrill Lynch in Japan

Glossary
Photo Credits
Index

INTERNATIONAL BUSINESS
4th Edition

By K Aswathappa, Canara Bank School of Management Studies, Bangalore

2010 (May 2010)
ISBN: 9780070700871
McGraw-Hill India Title

The new edition continues to discuss basic concepts of international business in a comprehensive manner. It provides a lucid treatment of the theory and practice of global business in the Indian context. Flourished with case-lets drawn from contemporary businesses, it will acquaint the students with the fundamentals of global business.

CONTENTS

Preface to the Fourth Edition
Preface to the First Edition
INTERNATIONAL BUSINESS
12th Edition
By Donald Ball and Michael Geringer of California Polytechnic State University, Michael S Minor, University of Texas Pan American and Jeanne M McNett, Assumption College.
2010 (February 2009) / 768 pages
ISBN: 9780077318833 (with CESIM Access Card)
ISBN: 9780071288439 (JE)
www.mhhe.com/ball12e

International Business: The Challenge of Global Competition, 12th Edition, by Ball, Geringer, Minor and McNett continues to be the most current, 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 four 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, 12e 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, Geringer, Minor and McNett can offer a complete view of International Business as diverse as the backgrounds of business students.

CONTENTS
Part I: The Nature of International Business
Chapter 1 The Rapid Change of International Business
Chapter 2 International Trade and Foreign Direct Investment
Chapter 3 Theories of International Trade and Investment
Chapter 4 International Institutions from an International Business Perspective

Part II: International Environmental Forces
Chapter 5 Sociocultural Forces
Chapter 6 Natural Resources and Environmental Sustainability
Chapter 7 Economic and Socioeconomic Forces
Chapter 8 Political Forces
Chapter 9 Intellectual Property and Other Legal Forces
Chapter 10 Understanding the International Monetary System and Financial Forces
Chapter 11 Labor Forces

Part III: The Organizational Environment
Chapter 12 International Competitive Strategy
Chapter 13 Organizational Design and Control
Chapter 14 Assessing and Analyzing Markets
Chapter 15 Entry Modes
Chapter 16 Export and Import Practices
Chapter 17 Marketing Internationally
Chapter 18 Global Operations and Supply Chain Management
Chapter 19 Human Resource Management
Chapter 20 International Accounting and Financial Management

GLOBAL BUSINESS TODAY
2nd Edition
By Charles W L Hill, University of Washington, Thomas Cronk and Ranitha Wickramasekera of QUT
2010 (October 2010)
ISBN: 9780071000253
McGraw-Hill Australia Title
www.mhhe.com/au/hill2e

Global Business Today is focused on the fundamentals of international business. Not only does this text provide coverage of the strategic imperatives of operating IB out of a small, dependent economy but it also builds a thorough worldwide orientation. In this edition, international business Graduate Attributes have been integrated throughout and there is topical discussion of issues such as the Doha Round of trade negotiation, climate change and the rise of China and India. The authors recognize that case studies conform relevance and have therefore included either entirely new or significantly revised cases in every chapter. With a concise treatment of the crucial elements of an IB course, Global Business Today is the ideal text for a first subject in international business.

CONTENTS
Part 1 Globalisation
Chapter 1 Globalisation

Part 2 Cross-Border Linkages: Trade, Investment and Exchange
Chapter 2 Theories of Trade, Investment and Internationalisation
Chapter 3 The Political Economy of Trade and Investment
Chapter 4 Foreign Exchange and Finance

Part 3 Country Differences
Chapter 5 Differences in Culture
Chapter 6 Political and Legal Environments
Chapter 7 Economic Environment
Chapter 8 Ethics and Corporate Responsibility
Chapter 9 Country Market Analysis

Part 4 Competing in the Global Marketplace
Chapter 10 The Strategy of International Business
Chapter 11 Entering Foreign Markets
Chapter 12 International Marketing and R&D
Chapter 13 International Production, Outsourcing and Logistics
Chapter 14 International Human Resource Management
The work of acclaimed International Business author Charles Hill has been enhanced by a team of highly esteemed academics from Australia and New Zealand. The result is an authoritative, up-to-date, well-written and elegantly presented textbook that covers all the key IB concepts and their application in the Asia-Pacific regional context.

 CONTENTS

PART ONE INTRODUCTION & OVERVIEW
Ch.1 Globalisation

PART TWO COUNTRY DIFFERENCES
Ch. 2 National Differences in Political Economy
Ch. 3 Differences in Culture
Ch. 4 Ethics in International Business

PART THREE THE GLOBAL TRADE AND INVESTMENT ENVIRONMENT
Ch. 5 International Trade Theory
Ch. 6 The Political Economy of International Trade
Ch. 7 Foreign Direct Investment
Ch. 8 The Political Economy of Foreign Direct Investment
Ch. 9 Regional Economic Integration
Ch. 10 The Foreign Exchange Market
Ch. 11 Financial Management in International Business

PART FOUR THE STRATEGY AND STRUCTURE OF INTERNATIONAL BUSINESS
Ch. 12 The Strategy of International Business
Ch. 13 The Organization of International Business
Ch. 14 Entry Strategy and Strategic Alliances
Ch. 15 Exporting, Importing and Counter Trade

PART FIVE BUSINESS OPERATIONS
Ch. 16 Global Production, Outsourcing & Logistics
Ch. 17 Global marketing & R & D
Ch. 18 Global Human Resource Management
Ch. 19 Global Accounting and International Business

INTERNATIONAL BUSINESS - Supplements

ANNUAL EDITIONS: INTERNATIONAL BUSINESS
16th Edition
By Fred H Maidment, Western Connecticut State University
2011 (October 2010) / 208 pages
ISBN: 9780073528265
www.mhhe.com/annualeditions

The Annual Editions series is designed to provide convenient, inexpensive access to a wide range of current articles from some of the most respected magazines, newspapers, and journals published today. Annual Editions are updated on a regular basis through a continuous monitoring of over 300 periodical sources. The articles selected are authored by prominent scholars, researchers, and commentators writing for a general audience. The Annual Editions volumes have a number of common organizational features designed to make them particularly useful in the classroom: a general introduction; an annotated table of contents; a topic guide; an annotated listing of selected World Wide Web sites; and a brief overview for each section. Each volume also offers an online Instructor’s Resource Guide with testing materials. Using Annual Editions in the Classroom is a general guide that provides a number of interesting and functional ideas for using Annual Editions readers in the classroom. Visit www.mhhe.com/annualeditions for more details.

CONTENTS

Preface
Correlation Guide
Topic Guide
Internet References

UNIT 1: Overview of International Business
Part A: Introduction to International Business: The World Has Changed
1. Globalization: Where Do We Go from Here?
2. China Must Carry the World, Andrew B. Bush, Stocks, Futures and Options Magazine, February
3. The World Is Not Flat
Part B: International Trade Theory: Evolving Ideas on Trade and the Economy
4. Is Global Trade a Threat or Opportunity
5. Economists Rethink Free Trade
6. Globalization with a Human Face

UNIT 2: International Finance
Part A: The International Financial Crisis
7. The Global Debt Bomb
8. The World Economy: The Global Financial Crisis and the Collapse of World Trade
9. International Special Report: A Financial Crisis to the West—A Fundamental Crisis to the East
Part B: Monetary Systems, Financial Markets, Balance of Payments, Financial Institutions
10. Everyone Needs to Rethink Everything
11. The Balance of Payments
12. Potential Future Functions of the World Trade Organization,
Part C: Financial Management, Accounting, Foreign Direct Investment
15. Planning Ahead for IFRSI
16. The Global Financial Crisis: What Went Wrong?

UNIT 3: International Organizations and Operations
Part A: The Global Corporation
17. The Work Left Undone
18. Brazil’s Iron Giant Reaches for the Top
19. NanoTech Firm Takes Passage to India
20. Tata: Master of the Gentle Approach
Part C: Global Marketing
21. Rethinking Globalization
22. Expanding Opportunities at the Base of the Pyramid
23. Hailum Piano and the Quest for Quality
24. Distant Dilemmas
25. Jobs on Another Shore
26. Offshored Headquarters
Part E: Global Business Operations
27. A Material World
28. Keynote Panel Session 1: Whose Income It Is? How Business is Exploiting the Global Supply Chain
29. Exploiting the Global Supply Chain

UNIT 4: Issues in International Business
Part A: The Developing World
30. What One Hand Gives the Other Takes
31. Unequal Access, Emily Wax
32. China and India Go to Africa: New Deals in the Developing World
Part B: Ethical Issues in International Business
33. International OHS
34. Deadly Business in Moscow
35. Global Corporate Citizenship: Working with Governments and Civil Society
real world wisdom in an East-meets-West collaboration. In this book, they blend the practical, cultural, and historical realities of doing busi-
ness in Asia with anecdotes and refreshing insights from great Asian
influencers as well as the works of Chinese philosophers and strate-
gists, notably, Sun Zi Bingfa, the most well known Chinese military
strategist in the world. Throughout the book, the authors explore why
Asians and Westerners think and operate differently, examine how
the West needs to urgently reappraise its role in Asia and propose
that the West adopt a new business approach that combines Asian
and Western strategy.

CONTENTS
Praise for the book
Preface
1 The New Asian Challenge: Myth or Reality?
2 Sun Zi Bingfa: Unlocking the Mindset of the Asian Strategist
3 Double Glazing: How Come We Are Different?
4 Using the Messenger: Achieving What You Cannot Do
5 Moving Goalposts: Concealing Intentions or Testing Your Patience?
6 Forgiven But Not Forgotten: Less Scope for Mistakes
7 The Expatriates Phenomena: How Valuable Are They to Building
Businesses?
8 Handling Nocturnal Activities: From Drinking Binges, Karaoke to Making Speeches
9 The Industrious and Adaptable Asian: Going the Extra Mile and More
10 Deciphering the True Message: Key to Remove Misunderstanding
11 Face: Potential Hazards or Invaluable Value
12 Personal Business Relationships or Guanxi: Necessary Evil or Part of Asian Culture?
13 Gifts or Bribes: Taming the Big “C”
14 Leading in Asia: More Insights and Perspectives
15 Where Do We Go From Here?: One Step at a Time and More
16 Moving Forward: Building Bridges for a Better Future
Bibliography
Index

THE CHINA CASEBOOK
By Wilfred R Vanhonacker
2004 / 368 pages
ISBN: 9780071237628
An Asian Publication

CONTENTS
Preface / Acknowledgments / About the Author / Synopsis of the Cases / China 2000: An Overview
1. CRE Beverage Ltd.: South African Breweries’ Strategy in China
2. Hong Kong’s Airport Express Train
3. Beijing Textile Group
4. Looking into a Mirror or through a Glass? Understanding Cultural Differences in Foreign-funded Enterprises in China
5. Cyberway Computer Communications Co. Ltd.
6. Fujian Industrial Securities Company
7. Hang Cheong As Surveyors Ltd.
8. Kodak in China (A)
9. Kodak in China (B): A Billion for a Billion
10. Kodak in China (C)
11. Shanghai Museum
12. Guangzhou Peugeot Automobile Co. Ltd.: Partnership Breakdown
13. Roland Berger (Shanghai) International Management Consultants Ltd.
14. Shanghai Automotive Industry Corporation (A)
15. Shanghai Automotive Industry Corporation (B): Shanghai General Motors
17. Shanghai Famous Pops
18. The Stone Group’s Diversification Strategy: Caught between a Rock and a Hard Place
19. Tony Roma’s in Shanghai
20. Beijing Wangfujing Department Store (Group) Co. Ltd.

WINNING CORPORATE REPUTATION STRATEGIES
Lessons from Asia Pacific
By Chong
2011 (December 2011)
ISBN: 9780071327039
An Asian Professional Publication

As Asian businesses become more financially material to global revenue streams, business leaders in the region are under increasing
pressure to deliver reliable, outstanding performance. Failure to successfully navigate the often opaque policy, regulatory, and politi-
cal complexities of Asian operating environments will run the risk of halting—or even derailing—corporate growth plans. An understanding
of the local business environment from this vantage point is hence not only business-critical today, but a competitive advantage. Win-
ing Corporate Reputation Strategies: Lessons from Asia Pacific is the first book to examine and highlight effective corporate public
affairs strategies that have played a key role in understanding these environments, as well as managing them to deliver optimal business
outcomes in this region. Comprising seven succinct case studies—as well as two essays that shed light on the unique corporate public
affairs landscape in the continent’s two most important economies, China and India, respectively—this thought-provoking compendium
features contributions by senior practitioners and academics living and working in Asia Pacific. Drawing upon their years of expertise
and in-depth knowledge and understanding of the region, they offer diverse perspectives and practical insights into the challenges facing
global corporations, winning strategies for tackling them, and the role that Corporate Public Affairs teams play in the business of reputation
management.

BUSINESS JOURNEY TO THE EAST
By Chow Hou Wee, National University of Singapore and Fred Combe
2009 (November 2008) / 300 pages
ISBN: 9780071278027
An Asian Professional Publication

With the rapid shift in global economic power, many Western compa-
"
Management

International Management

By Michael Geringer, California Polytechnic State University, Michael S Minor, University of Texas Pan American and Jeanne M McNett, Assumption College

2012 (January 2011) / 352 pages
ISBN: 9780078029370 (without Envelope)

"Globalization is not only striving to grow revenues by selling goods and services in global markets. It also means globalizing every activity of the company. Globalization especially means finding and attracting the unlimited pool of intellectual capital—the very best people—from all around the globe."

— General Electric, “Key Growth Initiatives”

This quote, found on the opening pages of Chapter Eleven: Organizational Design and Control, embodies the goal of this course and this new textbook. Students with degrees in business will be required to understand and maneuver in a global marketplace, and this textbook will give them the introduction they need to do just that. Their first jobs may require working with international coworkers or even relocating to foreign countries. With this in mind, Geringer, Minor and McNett set out to write a textbook that will prepare students to embrace and excel in the international business scene. With features that illustrate opportunities for careers in international business, and challenging questions that focus students on situations that may arise, this textbook gives them the introduction they need to do just that. Their first jobs may require working with international coworkers or even relocating to foreign countries. With this in mind, Geringer, Minor and McNett set out to write a textbook that will prepare students to embrace and excel in the international business scene.

FEATURES

- Table of Contents: Seventeen concise chapters, averaging seventeen pages per chapter, provide flexible coverage of topics, and allow opportunity for instructors to bring in outside reading material (try the cases from McGraw-Hill Create), assign engaging materials supplemental to the chapters (interactive applications through McGraw-Hill Connect), or highlight items from our monthly IB newsletters, iGlobe videos, and Business Around the World.
- cu in lb: (See You in IB) is included in all chapters starting with chapter 2. Written to entice students to better understand the opportunities available to them as international business students, each box features a recent graduate who is currently working in international business. For example, in chapter three, on page 57, students can read about Lin Chiang who graduated from Fontbonne University and is currently working for Universal Microelectronics Co., Ltd. in Taiwan. His advice and background will inspire other students to pursue international business opportunities.
- Global Gauntlet: These features, found in most chapters of the text, offer a challenging situation pertaining to international business. Students will be confronted with global debates that will spawn conversation, start discussion, and encourage critical thinking about important topics. As an example, the Global Gauntlet in chapter four on page 75 challenges students to consider the business, cultural, and personal importance of following the local customs in the country you are in. “If you are a woman, and non-Muslim, do you wear a headscarf and long cloak when in a conservative Islamic country such as Saudi Arabia?” At the business level, do you follow the corporate tax law as you would in your home country, or do you under-report and then negotiate, along with the locals, in Italy?”
- Figures, Tables, Photos and Maps: Bringing color and emphasis to important topics, the text is heavily supplied with an extensive map program, beautiful photos, and illustrative figures and tables. All chapters contain a variety of these features, but chapter five as an example is exceptional.
- Check it out! Every chapter ends with a reminder to the students to visit the Online Learning Center for study materials including quizzes and video.
- International Business Newsletter – The focus of the IB Newsletter is to present an array of current IB events, related topics and teaching suggestions to assist instructors in bridging the content of the textbook to examples from the dynamically changing world of global commerce. Our goal is to assist professors in making the IB course timely and relevant. Each month we provide current and relevant examples for the IB class. Each newsletter will contain a section on each of the following: hot topics, video suggestions, cross-cultural issues, practical info for IB business people, and teaching tips which include activities and exercises.
- Connect International Business™ – Connect International Business™ is McGraw-Hill’s web-based assignment and assessment platform that connects you and your students to the coursework. Interactive Applications provided for each chapter of the textbook allow students to stimulate critical thinking and reinforce key concepts. Students receive immediate feedback and can track their progress in their own report. Detailed results let instructors see at a glance how each student performs and easily track the progress of every student in your course.
- International Business Newsletter – The focus of the IB Newsletter is to present an array of current IB events, related topics and teaching suggestions to assist instructors in bridging the content of the textbook to examples from the dynamically changing world of global commerce. Our goal is to assist professors in making the IB course timely and relevant. Each month we provide current and relevant examples for the IB class. Each newsletter will contain a section on each of the following: hot topics, video suggestions, cross-cultural issues, practical info for IB business people, and teaching tips which include activities and exercises.
- iGlobe video clips every month – A revolutionary online video Web site available to instructors and students, (www.mhhe.com/iglobe), iGlobe provides instructor and students 2 on-demand videos per month from the PBS TV show, The News Hour with Jim Lehrer. Updated monthly, these videos cover breaking stories surrounding international business issues, which allow instructors to keep their course up to speed with the ever-changing world of business. The videos come complete with teaching notes and discussion questions as well as key concepts, which are identified in each video to save instructor’s time.
- McGraw-Hill Create, our NEW Custom Textbook Option

CONTENTS

Section One: The Nature of International Business
Chapter 1: The Rapid Change of International Business
Chapter 2: Foreign Direct Investment: Theory and Evidence
Chapter 3: The Dynamics of International Institutions

Section Two: International Environmental Forces
Chapter 4: Socio-cultural Forces
Chapter 5: Natural Resources and Environmental Sustainability
Chapter 6: Political Forces
Chapter 7: Legal Forces
Chapter 8: Financial Forces
Chapter 9: Labor Forces

Section Three: The Organizational Environment
Chapter 10: International Competitive Strategy
Chapter 11: Organizational Design and Control
Chapter 12: Assessing and Analyzing Markets
Chapter 13: Entry Modes, Export & Import Practices
Chapter 14: Marketing Internationally
Chapter 15: Global Operations and Supply Chain Management
Chapter 16: Human Resource Management
Chapter 17: Financial Management

INTERNATIONAL EDITION

INTERNATIONAL MANAGEMENT
Culture, Strategy, and Behavior, 8th Edition

By Fred Luthans, University of Nebraska-Lincoln and Jonathan Doh, Villanova University

2012 (April 2011) / 640 pages
ISBN: 9780078112577
ISBN: 9780071086578 [IE]

www.mhhe.com/luthans8e

The eighth edition of International Management: Culture, Strategy, and Behavior incorporates important new and emerging developments affecting international managers. The text is designed to help students understand how to effectively adjust, adapt, and navigate the changing business landscape they will face on a day-to-day basis. Luthans and Doh continue to take a balanced approach to the theory of international management while also making the book even more user-friendly and practical.

NEW TO THIS EDITION

- Balanced Approach, Whereas other texts stress culture, strategy, or behavior, International Management emphasizes all three critical dimensions, resulting in a synergy that has helped make it a market-leading text. Specifically, this edition has the following chapter distribution: environment (three chapters), culture (four chapters), strategy (four chapters), and organizational behavior/human resource management (three chapters). All chapters have been updated and improved, and real-world examples and research results, along with practical applications, are integrated throughout.

- Increased Global and Ethical Perspective with “World of International Management” Chapter Openers written by the authors on current international management challenges. These mini-cases were prepared expressly for this edition and are not available elsewhere. Topics include globalization of social networking, Google’s challenges in China, General Electric’s strategic corporate social responsibility and sustainability strategies, global trends in the automotive and pharmaceutical industries, managing global teams, offshoring and culture, IKEA’s challenges in Russia, and many other subjects.

- Enhanced Use of Cases through the “International Management in Action” features, and “You Be the International Management Consultant” sections. Thoroughly updated cases and not available elsewhere: Pharmaceutical Companies, Intellectual Property, and the Global AIDS Epidemic; Advertising or Free Speech? The Case of Nike and Human Rights; Beyond Tokyo: Disney’s Expansion In Asia; HSBC in China; Coca Cola in India; Microsoft Opens the Gates: Pat- ent, Piracy, and Political Challenges in China; and Chiquita’s Global Turnaround.

- Brand New End-of-Part Cases Developed Exclusively for this Edition: Student Advocacy and “Sweatshop” Labor; The Case of Russell Athletic; Danone’s Wrangle with Wahaha; Walmart’s Global Strategies; Can Sony Regain its Innovative Edge? The OLED Project; The Tata “Nano”: The People’s Car; and Building a Successful Budget Airline in Asia: The Ascendance of AirAsia.

- Impact of the Global Economic Recession on international management discussed in the opening chapter and throughout the book.

- Offshoring and Outsourcing and the Globalization of Human Capital coverage has been added and updated in (Chapters 1, 2, 3, 14 and throughout cases and inserts) including a box insert (Chapter 3) on “the ethics of offshoring.”

- Increased Emphasis on Emerging Markets and developing countries, including the “BRIC” (Brazil, Russia, India, China) countries but also the “next wave” emerging countries.

- Ethics and Social Responsibility updated with more extensive discussion of core ethical theories and how they relate to international management practices and the global sustainability movement. Extensive coverage of Project GLOBE and its comparison to Hofstede’s classic description of national cultural dimensions (Chapters 4, 13). Revised or new “In the International Spotlight” inserts which profile the key economic and political issues relevant to managers in specific countries, including new spotlights on South Africa and Denmark. Greater coverage of the challenges and opportunities for international strategy targeted to the developing “base of the pyramid” economies (Chapter 8, and Tata and Nokia cases).

CONTENTS

Part One: Environmental Foundation
1 Globalization and International Linkages
2 The Political, Legal, and Technological Environment
3 Ethics and Social Responsibility

Part Two: The Role of Culture
4 The Meanings and Dimensions of Culture
5 Managing Across Cultures
6 Organizational Cultures and Diversity
7 Cross-Cultural Communication and Negotiation

Part Three: International Strategic Management
8 Strategy Formulation and Implementation
9 Entry Strategies and Organizational Structures
10 Managing Political Risk, Government Relations, and Alliances
11 Management Decision and Control

Part Four: Organizational Behavior and Human Resource Management
12 Motivation Across Cultures
13 Leadership Across Cultures
14 Human Resource Selection and Development Across Cultures
15 Skill-Building and Experiential Exercises

REVIEW COPY
(Available for course adoption only)
To request for a review copy:
- contact your local McGraw-Hill representatives or,
- fax the Review Copy Request Form found in this catalog or,
- e-mail your request to mghasia_sri@mcgraw-hill.com or,
- submit online at www.mheducation.asia
Chapter 3 Developing Transnational Strategies: Building Layers of Competitive Advantage
Case 3-1 Marketing the "$100 Laptop" (A)
Case 3-2 Global Branding of Stella Artois
Case 3-3 GE’s Imagination Breakthrough: The Evo Project
Reading 3-1 Managing Differences: The Central Challenge of Global Strategy
Reading 3-2 How Local Companies Keep Multinationals at Bay
Reading 3-3 Regional Strategies for Global Leadership

Part 2: The Organizational Challenge
Chapter 4 Developing a Transnational Organization: Managing Integration, Responsiveness, and Flexibility
Case 4-1 Philips versus Matsushita: Competing Strategic and Organizational Choices
Case 4-2 ECCO A/S—Global Value Chain Management
Case 4-3 World Vision International’s AIDS Initiative: Challenging a Global Partnership
Reading 4-1 Managing Multicultural Teams
Reading 4-2 Managing Executive Attention in the Global Company
Reading 4-3 Matrix Management: Not a Structure, a Frame of Mind
Chapter 5 Creating Worldwide Innovation and Learning: Exploiting Cross-Border Knowledge Management
Case 5-1 Siemens AG: Global Development Strategy
Case 5-2 P&G Japan: The SK-II Globalization Project
Case 5-3 McKinsey & Company: Managing Knowledge and Learning
Reading 5-1 Building Effective R&D Capabilities Abroad
Reading 5-2 Connect and Develop: Inside Procter & Gamble’s New Model for Innovation
Reading 5-3 Finding, Forming, and Performing: Creating Networks for Discontinuous Innovation
Chapter 6 Engaging in Cross-Border Collaboration: Managing across Corporate Boundaries
Case 6-1 Nora-Sakari: A Proposed JV in Malaysia (Revised)
Case 6-2 Mahindra and Mahindra Ltd.—Farm Equipment Sector: Acquisition of Jiangling Tractor Company
Case 6-3 Eli Lilly in India: Rethinking the Joint Venture Strategy
Reading 6-1 The Design and Management of International Joint Ventures
Reading 6-2 Collaborate with Your Competitors—and Win

Part 3: The Managerial Implications
Chapter 7 Implementing the Strategy: Building Multidimensional Capabilities
Case 7-1 ING Insurance in Asia-Pacific
Case 7-2 BRL Hardy: Globalizing an Australian Wine Company
Case 7-3 Silvio Napoli at Schindler India (A)
Reading 7-1 Local Memoirs of a Global Manager
Reading 7-2 Tap Your Subsidiaries for Global Reach
Chapter 8 The Future of the Transnational: An Evolving Global Role
Case 8-1 Hitting the Wall: Nike and International Labor Practices
Case 8-2 IKEA’s Global Sourcing Challenge: Indian Rugs and Child Labor (A)
Case 8-3 Killer Coke: Campaign Against Coca-Cola
Case 8-4 Genzyme’s CSR Dilemma: How to Play its HAND
Reading 8-1 Values in Tension: Ethics Away From Home
Reading 8-2 Serving the World’s Poor, Profitably
INTERNATIONAL MANAGEMENT
Managing in a Diverse and Dynamic Global Environment, 2nd Edition
By Arvind V Phatak, Temple University-Philadelphia, Rabi S Bhagat, University of Memphis and Roger Kasrilak, Loyola College of Maryland
2009 (December 2008) / 608 pages
ISBN: 9780073210575
ISBN: 9780071276085 [IE]
www.mhhe.com/phatak2e

International Management: Managing in a Diverse and Dynamic Global Environment is about the unique opportunities and concerns that confront international managers as they navigate their companies through the complex and ever changing global economic, political, legal, technological and cultural environments. It describes theories of international management in the context of current and emerging realities in the global marketplace. The framework follows the course structure beginning with the macro-environment, then moves to the realities in the global marketplace. The framework follows the course of international management in the context of current and emerging legal, technological and cultural environments. It describes theories that confront international managers as they navigate their companies through the complex and ever changing global economic, political, legal, technological and cultural environments. It describes theories of international management in the context of current and emerging realities in the global marketplace. The framework follows the course structure beginning with the macro-environment, then moves to the firm level, and concludes with the individual manager in the international setting. This approach is embellished with modern chapters on collaborative strategies, managing technology and knowledge, and ethics and corporate social responsibility. Each chapter concludes with a mini-case, and a comprehensive case concludes each section.

CONTENTS
Section I: The International Environment
Chapter 1: An Introduction to International Management
Chapter 2: The Global Macro-Economic Environment
Chapter 3: The Political and Legal Environments
Chapter 4: The Cultural Environment
Case I – Hong Kong Disneyland

Section II: Managing International Strategic Planning and Implementation
Chapter 5: Strategies for International Competition
Chapter 6: Analyzing and Managing Foreign Modes of Entry
Chapter 7: Organizing and Controlling International Operations
Chapter 8: Managing Technology and Knowledge
Case II – Christina Gold Leading Change at Western Union

Section III: Managing People and Processes across Borders and Cultures
Chapter 9: Communicating across Borders and Cultures
Chapter 10: Negotiation and Decision-Making across Borders and Cultures
Chapter 11: Motivating and Leading across Borders and Cultures
Chapter 12: International Human Resources Management
Case III – Nora-Sakari: A Proposed JV in Malaysia

Section IV: Ethical Dilemmas in International Management
Chapter 13: Global Social Enterprise
Chapter 14: Ethics and Social Responsibility for International Firms
Case IV – The Tata Way: Executing and Sustaining Business Strategies

INTERNATIONAL MANAGEMENT
Text and Cases, 5th Edition
By Paul W. Beamish and Allen J. Morrison of University of Western Ontario, Philip M. Rosenzweig, IMD and Andrew Inkpen, American Graduate School of International Management
2003 / 752 pages
ISBN: 9780072975383 (with PowerWeb)
ISBN: 9780071151405 [IE]
www.mhhe.com/beamish5e

CONTENTS
Part I: TEXT
1. The Internationalization Process
2. The Global Business Environment
3. The World of International Trade
4. Managing Export Operations
5. Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces
6. Licensing
7. The Design and Management of International Joint Ventures
8. International Strategy Formulation
9. The Impact of Globalization on the Organization of Activities
10. The Evolving Multinational
11. The Global Manager
12. Managing International Government Relations
13. Global Leadership
14. Ethics
15. Managing the Global Workforce

Part II: CASES ON INTERNATIONALIZATION
16. The Global Branding of Stella Artois
17. Sesame Workshop and International Growth
18. Where Have You Been? An Exercise to Assess Your Exposure to the Rest of the World’s Peoples
19. MTN: Inventing in Africa
20. The Chinese Fireworks Industry
21. Swatch and the Global Watch Industry
22. Selkirk Group in Asia
24. Intel’s Site Selection Decision in Latin America
25. Cameron Auto Parts (A): Revised
26. Time Warner Inc. and the ORC Patents
27. GM and AutoVAZ of Russia
28. Nora-Sakari: A Proposed Joint Venture in Malaysia
29. Euro-Air (A) Part III: MULTINATIONAL MANAGEMENT
30. Samsung China: The Introduction of Color TV
31. Dubai Aluminum (A)
32. Quest Foods Asia Pacific and the CRM Initiative
33. Blue Ridge Spain
34. Meridian Magnesium: International Technology Transfer
35. Honeywell Inc. and Global Research and Development
36. Whirlpool Corporation’s Global Strategy
37. Bristol Compressors, Asia-Pacific 38. Larson in Nigeria
38. Nokia Symbian: A Proposed Joint Venture in Malaysia
39. HCM Beverage Company
40. Enron and the Dabhol Power Company -new
41. Crisis at Renault: The Vilvoorde Plant closing (A)
42. Global Enterprises, Inc.
43. Steve Parker and the SA-Tech Venture (A)
44. Sicom GmbH and CD Piracy
45. DSL de Mexico S.A. de C.V. (A)
46. Staffing Foreign Expansion: Rentsch Enters Poland 47. Mabuchi Motor Co., Ltd.
allows students to apply the principles they learn to real-world situations. As always, a stream of events dictated the need for extensive revision. Accordingly, Steiner and Steiner have updated the chapters to include new ideas, events, personalities, and publications, while continuing the work of building insight into basic underlying principles, institutions, and forces.

NEW TO THIS EDITION

- An expanded discussion of white collar crime and criminal prosecution of both managers and corporations in Chapter 7, “Business Ethics.”
- A new section on the neural basis of ethical decisions in Chapter 8, “Making Ethical Decisions in Business.”
- An expanded discussion of lobbying ethics as well as a revised discussion of corporate money in elections and recent changes in election law in Chapter 9, “Business in Politics.”
- A new fifth wave, “terrorism and financial crisis,” has been added to the four historical waves of regulatory growth in Chapter 10, “Regulating Business.”
- A new discussion of globalization, including the rise of the modern trading system and coverage of various trade organizations, such as the IMF and World Bank, in Chapter 12, “Globalization, Trade, and Corruption.”
- Added emphasis on the nature and significance of diversity management programs in corporations in Chapter 17, “Civil Rights, Women, and Diversity.”
- New coverage of the story of the Lehman Brothers bankruptcy and of the new governance reforms in the wake of the recent financial crisis in Chapter 18, “Corporate Governance.”

CONTENTS

PART ONE A Framework for Studying Business, Government, and Society
1 The Study of Business, Government, and Society
2 The Dynamic Environment
3 Business Power
4 Critics of Business

PART TWO The Nature and Management of Corporate Responsibility
5 Corporate Social Responsibility
6 Implementing Corporate Social Responsibility

PART THREE Managing Ethics
7 Business Ethics
8 Making Ethical Decisions in Business

PART FOUR Business and Government
9 Business in Politics
10 Regulating Business

PART FIVE Multinational Corporations and Globalization
11 Multinational Corporations
12 Globalization, Trade, and Corruption

PART SIX Corporations and the Natural Environment
13 Industrial Pollution and Environmental Regulation
14 Managing Environmental Quality

PART SEVEN Consumerism
15 Consumerism

PART EIGHT Human Resources
16 The Changing Workplace
17 Civil Rights, Women, and Diversity

PART NINE Corporate Governance
18 Corporate Governance
BUSINESS AND SOCIETY
An Asian Perspective
By Anne T Lawrence, James Weber, Raj Komaran, Singapore Management University
2011 (July 2011)
ISBN: 9780071088039
An Asian Publication

The original edition of Lawrence and Weber covers a good range of topics which satisfies the content and coverage of university courses dealing with Role of Business in Society or Corporate Social Responsibility. These courses have gained importance in Asia, partly in reaction to the higher rate of reporting of high profile corporate wrongdoings in the US and Europe, and the wider dissemination and understanding of the impact of commercial operations and actions on such concerns as stakeholder management, workplace safety and discrimination, consumer protection, sustainability of resource management, and environmental damage. In Asia, there are also trends on community engagement, environmental issues, social investing and social institutions. These trends laid a need for this Asian adaptation of Lawrence and Weber to better serve the needs of thepolytechnics and universities in Asia. Content that would be covered in this Asian adaptation would include corporate social responsibility initiatives established in the key countries in Asia, corporate scandals, environmental concerns and etc. Illustrations, events, snippets and case studies will also be adapted to an Asia context.

PART SIX: BUSINESS AND TECHNOLOGICAL CHANGE
Ch 12: Technology, Organizations, and Society
Ch 13: Managing Technology and Innovation

PART SEVEN: BUSINESS AND ITS STAKEHOLDERS
Ch 14: Stockholder Rights and Corporate Governance
Ch 15: Consumer Protection
Ch 16: Employees and the Corporation
Ch 17: Managing a Diverse Workforce
Ch 18: The Community and the Corporation
Ch 19: Managing Public Relations

Cases in Business and Society:
1. Moody’s Credit Ratings and the Subprime Mortgage Meltdown
2. Google in China
3. Merck, the FDA, and the Vioxx Recall
4. Ventria Bioscience and the Controversy over Plant-Made Medicines
5. Hewlett-Packard’s Secret Surveillance of Directors and Journalists
6. The Solidarity Fund and Gildan Activewear, Inc.
7. Kimpton Hotels’ EarthCare Program
8. Mattel and Toy Safety
9. The Collapse of Enron

BUSINESS ETHICS

PART ONE: BUSINESS IN SOCIETY
Ch 1: The Corporation and Its Stakeholders
Ch 2: Managing Public Issues and Stakeholder Relationships
Ch 3: Corporate Social Responsibility
PART TWO: BUSINESS AND ETHICS
Ch 4: Ethics and Ethical Reasoning
Ch 6: Organizational Ethics and the Law

PART THREE: BUSINESS IN A GLOBALIZED WORLD
Ch 6: The Challenges of Globalization
Ch 7: Global Corporate Citizenship
PART FOUR: BUSINESS AND PUBLIC POLICY
Ch 8: Business-Government Relations
Ch 9: Influencing the Political Environment
PART FIVE: BUSINESS AND THE NATURAL ENVIRONMENT
Ch 10: Ecology and Sustainable Development in Global Business
Ch 11: Managing Environmental Issues

NEW TO THIS EDITION
Real World-Applications—highlight real-world scenarios from the perspective of various careers.

CONTENTS
Part I: Defining Business Ethics
Chapter 1 Understanding Ethics
Chapter 2 Defining Business Ethics

Part II: The Practice of Business Ethics
Chapter 3 Organizational Ethics
Chapter 4 Corporate Social Responsibility
ETHICS AND SOCIAL RESPONSIBILITY
Asian and Western Perspectives, 2nd Edition

By Gary KY Chan and George TL Shenoy

2011 / 600 pages
ISBN: 9780071088398

An Asian Publication

Aristotle asked how one should live one’s life. This question is more relevant to us today than it was several millennia ago because the decisions of leaders and other people can have widespread effects not only on the jobs, health and wealth of billions of human beings, but also on the environment. Every major decision made in business, government and society is fundamentally an ethical one with widespread social responsibility implications. Whether it is the global sale of worthless financial derivatives, the adulteration of milk and infant formula with toxic material or the abuse of technology leading to invasion of privacy, the disregard of ethical principles has resulted in the degradation of the quality of life and dehumanization of the individual. Written by seven faculty members of the School of Law at the Singapore Management University (SMU), Ethics and Social Responsibility draws upon the scholarship and history of the West and also presents lessons, examples and situations that are relevant to Asia. Originally conceived as a textbook for SMU students reading Ethics and Social Responsibility as a university core curriculum course, the book balances judiciously between theory and practice to allow readers to apply their theoretical understanding of concepts to real-world scenarios. In addition, open-ended questions are included to provoke deeper reflection and discussion, while illustrations and case studies highlight ethical concepts and their applications. The writers expertly capture the sense of dynamism of ethics and social responsibility and sensitize readers to deal with these issues in the real world.

CONTENTS
Chapter 1 • Gary Chan
An Introduction to Ethics and Ethical Decision-making
Chapter 2 • Gary Chan
Theories of Ethics and Social Responsibility: Asian and Western Perspectives
Chapter 3 • Austin Pullé
Workplace Ethics I: The Workplace and Society, Sexual Harassment and Discrimination
Chapter 4 • George Shenoy
Workplace Ethics II: Privacy, Conflict of Interest and Whistle-blowing
Chapter 5 • Shubhankar Dam
Advertising and Marketing Ethics
Chapter 6 • Eugene KB Tan
Corporate Social Responsibility
Chapter 7 • Austin Pullé
Corruption in Commercial Transactions

Chapter 8 • George Shenoy
Ethics and the Environment
Chapter 9 • David Smith
Ethics and Social Responsibility in International Business
Chapter 10 • S Chandra Mohan
Professional Ethics
Chapter 11 • S Chandra Mohan
Legal Ethics
Chapter 12 • Gary Chan
Accounting Ethics and Ethics for Accountants
Chapter 13 • Shubhankar Dam
Finance Ethics

AN INTRODUCTION TO BUSINESS ETHICS
4th Edition

By Joseph DesJardins, College of Saint Benedict

2011 (July 2010) / 320 pages
ISBN: 9780073535814
ISBN: 9780071088305 [IE]

www.mhhe.com/desjardins4e

Since its inception, An Introduction to Business Ethics, by Joseph DesJardins, has been a cutting-edge resource for the business ethics course. DesJardins’s unique approach encompasses all that an introductory business ethics course is, from a multidisciplinary perspective. It offers critical analysis and integrates the perspective of philosophy with management, law, economics, and public policy, providing a clear, concise, yet reasonably comprehensive introductory survey of the ethical choices available to us in business.

CONTENTS
Chapter One: Why Study Ethics?
1.1 Why Study Business Ethics?
1.2 Values and Ethics: Doing Good and Doing Well
1.3 The Nature and Goals of Business Ethics
1.4 Business Ethics and the Law
1.5 Ethics and Ethics
1.6 Morality, Virtues, and Social Ethics
1.7 Ethical Perspectives: Managers and Other Stakeholders
1.8 A Model for Ethical Decision-Making

Chapter Two: Ethical Theory and Business
2.1 Introduction
2.2 Ethical Relativism and Reasoning in Ethics
2.3 Modern Ethical Theory: Utilitarianism
2.4 Challenges to Utilitarianism
2.5 Utilitarianism and Business Policy
2.6 Deontological Ethics
2.7 Virtue Ethics
2.8 Summary and Review

Chapter Three: Corporate Social Responsibility
3.1 Introduction
3.2 The Economic Model of Corporate Social Responsibility
3.3 Critical Assessment of the Economic Model: The Utilitarian Defense
3.4 Critical Assessment of the Economic Model: The Private Property Defense
3.5 The Philanthropic Model of Corporate Social Responsibility
3.6 Modified Version of the Economic Model: The Moral Minimum
3.7 The Stakeholder Theory of Corporate Social Responsibility
3.8 The Strategic Model of Corporate Social Responsibility: Sustainability
3.9 Summary and Review

Chapter Four: Corporate Culture, Governance, and Ethical Leadership
4.1 Introduction
4.2 What is Corporate Culture?
Chapter 8.7 Summary and Review

Chapter 5.8 Summary and Review

Chapter 4.7 Mandating and Enforcing Ethical Culture

Chapter 7.6 Summary and Review

Chapter 6.6 Employee Health and Safety

Chapter 11.6 Sexual Harassment in the Workplace

Chapter 2. Belief, Values, Attitude and Virtue

Chapter 10.5 The “Business Case” for Sustainability

Chapter 5. Ethics and Governance: Law, Bureaucracy and Globalization

Chapter 11. Functional Areas in Business Management: Some Ethical Issues

Chapter 5. Environmental Ethics

Chapter 12. Professional Ethics and Human Values

Chapter 10. Ethics and Business: Codes, Dilemmas and Dialectics

Chapter 7. Environmental Ethics

Chapter 11. Business Ethics: An Overview

Chapter 6. Ethics of Care and Compassion

Chapter 12. Cross-Cultural Values and International Rights


Chapter 6. Business Responsibility and Environmental Regulation


Chapter 5. Corporate Social Responsibility

Chapter 8. Corporate Ethical Decision-Making in Business

Chapter 7. Business Ethics and Sustainability Issues

Chapter 6. Corporate Social Responsibility

Chapter 5. Ethical Decision-Making in Business

Chapter 4. Business Ethics: A Cross-Country Perspective

Chapter 3. Theories of Ethics

Chapter 2. Belief, Values, Attitude and Virtue

Chapter 1. Definition and Ontology of Ethics

Chapter 8. Critical Thinking and Resolving Any and All Ethical Issues That Are a Reality for Businesses Today

Chapter 9. Business Ethics: An Overview

Chapter 8. Business Ethics and Corporate Governance is a Research-based Textbook Which Encompasses Latest Developments, Contemporary Issues and Polemics in Today’s Businesses. This Book Helps in Developing Critical Thinking and Resolving Any and All Ethical Issues That Are a Reality for Businesses Today.

Contents

Part I: Theories of Ethics
1. Definition and Ontology of Ethics
2. Belief, Values, Attitude and Virtue
3. Theories of Ethics
4. Ethics and the Market Structure
5. Ethics and Governance: Law, Bureaucracy and Globalization
6. Ethics of Care and Compassion
7. Environmental Ethics
8. Indian Ethos and Gandhian Ethics

Part II: Ethics in Business Management
10. Ethics and Business: Codes, Dilemmas and Dialectics
11. Functional Areas in Business Management: Some Ethical Issues
12. Professional Ethics and Human Values
13. Organisation, Culture and Ethics
15. Ethical Decision-Making in Business

Part III: Corporate Governance: Principles and Practices
17. Corporate Social Responsibility
18. Corporate Governance in India
19. Models of Corporate Governance: A Global Perspective
20. Ethics and International Business

Glossary
Select Bibliography
Index
Hartman/DesJardins 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 the 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. The goal for the second edition remains the same as for the first: to provide “a comprehensive yet accessible introduction to the ethical issues arising in business.” Hartman and DesJardins have retained the focus on decision-making as well as the emphasis on both personal and policy-level perspectives on ethics. This edition continues to provide pedagogical support throughout the text. The most noticeable changes involve a thorough updating of distinct items such as Reality Checks, Decision Points, and readings to reflect new cases, examples and data.

Contents:
1. Ethics and Business
2. Ethical Decision-Making: Personal and Professional Contexts
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 and Environmental Sustainability
10. Ethical Decision-Making: Corporate Governance, Accounting, and Finance
Issue 3. Is Increasing Profits the Only Social Responsibility of Business?
Issue 4. Can Individual Virtue Survive Corporate Pressure?
Issue 5. Can Ethics Codes Build “True” Corporate Ethics?

Unit 2 Current Business Issues
Issue 6. Was the Financial Industry Responsible for the Economic Meltdown of 2008?
Issue 7. Should the Government be responsible to bailout financial institutions to avert an economic disaster?
Issue 8. Are the risks of Derivatives manageable?
Issue 9. Should Price Gouging be Regulated?

Unit 3 Human Resources: The Corporation and Employees
Issue 10. Can Blowing the Whistle Violate Company Loyalty?
Issue 11. Is Employer Monitoring of Employee Social Media Justified?
Issue 12. Is “Employment-at-Will” Good Social Policy?
Issue 13. Is CEO Compensation Justified by Performance?

Unit 4 Consumer Issues
Issue 14. Should Advertising directed at Children be restricted?
Issue 15. Should Homeowners Employ Strategic Default Options with Mortgages?
Issue 16. Should We Require Labeling for Genetically Modified Food?

Unit 5 Global Objectives
Issue 17. Are Multinational Corporations Free from Moral Obligation?
Issue 18. Are Sweat Shops an Inhumane business practice?
Issue 19. Should patenting genes be understood as unethical?
Issue 20. Should the World Continue to Rely on Oil as a Major Source of Energy?

NEW
ANNUAL EDITIONS: BUSINESS ETHICS
12/13
24th Edition
By John E Richardson, Pepperdine University-Los Angeles
2013 (March 2012) / 224 pages
ISBN: 9780073528724
www.mhhe.com/annualeditions

The Annual Editions series is designed to provide convenient, inexpensive access to a wide range of current articles from some of the most respected magazines, newspapers, and journals published today. Annual Editions are updated on a regular basis through a continuous monitoring of over 300 periodical sources. The articles selected are authored by prominent scholars, researchers, and commentators writing for a general audience. The Annual Editions volumes have a number of common organizational features designed to make them particularly useful in the classroom: a general introduction; an annotated table of contents; a topic guide; an annotated listing of selected World Wide Web sites; and a brief overview for each section. Each volume also offers an online Instructor’s Resource Guide with testing materials. Using Annual Editions in the Classroom is a general guide that provides a number of interesting and functional ideas for using Annual Editions readers in the classroom. Visit www.mhhe.com/annualeditions for more details.

NEW
TAKING SIDES: CLASHING VIEWS IN BUSINESS ETHICS AND SOCIETY
12th Edition
By Lisa H Newton, Fairfield University, Elaine E Englehardt, Utah Valley University Orem and Michael S Pritchard, Western Michigan University-Kalamazoo
2012 (September 2011) / 400 pages
ISBN: 9780073527352
www.mhhe.com/takingsides

Takings Sides volumes present 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 or challenge questions. Taking Sides readers feature an annotated listing of selected World Wide Web sites. An online Instructor’s Resource Guide with testing material is available for each volume. Using Taking Sides in the Classroom is also an excellent instructor resource. Visit www.mhhe.com/takingsides for more details.

NEW TO THIS EDITION
- Correlation Guide:
  www.mhhe.com/mhpc/CorrelationGuides/TS_Business_Ethics_and_Society_12e.pdf

This convenient guide matches the issues in Taking Sides: Clashing Views in Business Ethics and Society, 12e with the corresponding chapters in three of our best-selling McGraw-Hill Business Ethics textbooks by DesJardins, Hosmer, and Ghillyer.

CONTENTS
Unit 1 Capitalism and the Corporation
Issue 1. Can Capitalism Lead to Human Happiness?
Issue 2. Is Risk the Best Theory for Capitalism?

Issue 1. Is Risk the Best Theory for Capitalism?
Issue 2. Is Risk the Best Theory for Capitalism?
Issue 3. Is Increasing Profits the Only Social Responsibility of Business?
Issue 4. Can Individual Virtue Survive Corporate Pressure?
Issue 5. Can Ethics Codes Build “True” Corporate Ethics?

Unit 2 Current Business Issues
Issue 6. Was the Financial Industry Responsible for the Economic Meltdown of 2008?
Issue 7. Should the Government be responsible to bailout financial institutions to avert an economic disaster?
Issue 8. Are the risks of Derivatives manageable?
Issue 9. Should Price Gouging be Regulated?

Unit 3 Human Resources: The Corporation and Employees
Issue 10. Can Blowing the Whistle Violate Company Loyalty?
Issue 11. Is Employer Monitoring of Employee Social Media Justified?
Issue 12. Is “Employment-at-Will” Good Social Policy?
Issue 13. Is CEO Compensation Justified by Performance?

Unit 4 Consumer Issues
Issue 14. Should Advertising directed at Children be restricted?
Issue 15. Should Homeowners Employ Strategic Default Options with Mortgages?
Issue 16. Should We Require Labeling for Genetically Modified Food?

Unit 5 Global Objectives
Issue 17. Are Multinational Corporations Free from Moral Obligation?
Issue 18. Are Sweat Shops an Inhumane business practice?
Issue 19. Should patenting genes be understood as unethical?
Issue 20. Should the World Continue to Rely on Oil as a Major Source of Energy?
**Management**

**CONTENTS**
Annual Editions: Business Ethics, 11/12
Preface
Correlation Guide
Topic Guide
Additional Resources

**Unit 1: Ethics, Values, and Social Responsibility in Business**
1. Thinking Ethically: A Framework for Moral Decision Making
2. Business Ethics: Back to Basics
3. Integrating Ethics Into the Business Curriculum
4. Building an Ethical Framework
5. Moral Management Methodology/Mythology: Erroneous Ethical Equations
6. Create a Culture of Trust
7. Building Trust
8. The Ethical Employee

**Unit 2: Ethical Issues and Dilemmas in the Workplace**
A. Employee Rights and Duties
9. Employees are Stung with a Hefty Price When Employers Suffer an Identity Theft
10. Office Romance, the Secret’s Out
11. Are you Too Family Friendly?
B. Organizational Misconduct and Crime
12. High Rates of Misconduct at All Levels of Government
13. Under Pressure, Teachers Tamper with Test Scores
14. When You’re Most Vulnerable to Fraud
15. More Men Make Harassment Claims
C. Discriminatory and Prejudicial Practices
16. Older Workers: Running to the Courthouse?
D. Downsizing of the Work Force
17. Cost Reductions, Downsizing-Related Layoffs, and HR Practices
18. The Factory That Refused to Die
F. Whistleblowing in the Organization
19. Protecting the Whistleblower
20. Whistleblowers Get a Raise
G. Handling Ethical Dilemmas at Work
21. The Parable of the Sadhu
22. At Work, A Drug Dilemma
23. His Most Trusted Employee Was a Thief

**Unit 3: Business and Society: Contemporary Ethical, Social, and Environmental Issues**
A. Changing Perspectives in Business & Society
24. Trust in the Marketplace
25. Privacy and the Internet: Lives of Others
26. The New E-Spyionage Threat
B. Global Ethics
27. Emerging Lessons

**Unit 4: Ethics and Social Responsibility in the Marketplace**
A. Marketing Strategy and Ethics
28. Honest Innovation
29. Serving Unfair Customers
B. Ethical Practices in the Marketplace
30. The Business of Giving, TOMS Shoes

**Unit 5: Developing the Future Ethos and Social Responsibility of Business**
31. Creating An Ethical Culture
32. Outside-the-Box Ethics
33. Hiring Character
34. The Business Case for Diversity, Test-Your-Knowledge Form

**Article Rating Form**

---

**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: 9780071112666 [IE]

**CONTENTS**

**Part I Mapi ng The Territory**
1 What Is Organizational Development?
2 A History Of Organization Development
3 General Strategies For Effecting Change In Human Systems
4 Toward Third-wave Managing And Consulting
5 Organization Development And Transformation
6 Most Influential Management Books Of The 20th Century

**Part II Foundations Of Organization Development And Transformation**
7 The Field Approach: Culture And Group Life As Quasi-stationary Processes
8 Two-person Disputes
9 Intervention Theory And Method
10 Intergroup Problems In Organizations
11 Organizational Culture
12 Sociotechnical System Principles And Guidelines: Past And Present

**Part III Fundamental Interventions**
13 Methods For Finding Out What’s Going On
14 Operation Kpe: Developing A New Organization
15 When Power Conflicts Trigger Team Spirit
16 Strategies For Improving Headquarters-field Relations
17 Organization Mirror Interventions
18 The Confrontation Meeting
19 Parallel Learning Structures
20 Survey-guided Development: Using Human Resources Measurement In Organizational Change

**Part IV Cutting-edge Change Strategies**
21 Successful Self-directed Teams And Planned Change: A Lot In Common
22 Appreciative Inquiry: The New Frontier
23 Future Search: Acting On Common Ground In Organizations And Communities
24 Meeting The Global Competitive Challenge: Building Systems That Learn On A Large Scale
25 Centers Of Excellence: Empowering People To Manage Change
26 Building A Learning Organization
27 Fast Cycle Od: “Faster, Better, Cheaper” Catches Up To Organization Development

**Part V Implementation Guidelines And Issues**
28 Creating Readiness For Organizational Change
29 Defining A Political Model Of Organizations
30 Functional Roles Of Group Members
31 Choosing The Depth Of Organizational Intervention
32 Rules Of Thumb For Change Agents
33 Shining A New Light On Organizational Change: Improving Self-efficacy Through Coaching

**Part VI Examples And Special Situations**
34 Creating Successful Organization Change
35 Managing Organizational Transformations: Lessons From The Veterans Health Administration
36 Innovation In Whole Scale Change: Past, Present And Future
37 Organization Development In The Entrepreneurial Firm

---

86
Change

MANAGING CHANGE
Text and Cases, 3rd Edition
By Todd Jick, Havard Business School and Maury Peiperl, London Business School
2011 (October 2010) / 672 pages
ISBN: 9780073102740
ISBN: 9780071254243 [IE]
www.mhhe.com/jickle

Managing Change: Cases and Concepts, 3e by Todd Jick and Maury Peiperl is comprised of six modules that introduce common threads in the ensuing case studies and readings on organizational change. The materials in this edition—cases and readings—have been chosen and arranged to introduce change as an integrated process. Cases in the text represent a wide variety of change situations. Accompanying many cases are readings, likewise chosen to reflect a broad range of issues. Some readings provide theoretical underpinnings for a case, supporting the action: others challenge the action with alternative viewpoints. Still others provide broader context—views of the changing world, for example, or commentaries on how we look at change; ideas that go well beyond the issues in any particular case.

CONTENTS
Module One--Forces for Change
Case: Innovation at the Lego Group
Reading: The 12 Different Ways for Companies to Innovate
Case: Change Classic: Changing the Culture at British Airways
Reading: Re-Energizing the Mature Organization
Case: Nestlé’s Globe
Reading: Has Strategy Changed?
Reading: Meeting the Challenges of Disruptive Change
Case: GlaxoSmithKline and AIDS in South Africa
Reading: Rethinking the Social Responsibility of Business: A Reason debate featuring Milton Friedman, Whole Foods’ John Mackey, and Cypress Semiconductor’s T.J. Rodgers
Reading: The Collapse and Transformation of Our World
Module Two--Changing the Game: From Vision to Adaptation
Part 1 The Strategic Imperatives
Case: Vincascope and Yangsearch
Reading: The Vision Thing
Case: Change Classic: Bob Galvin and Motorola, Inc. Reading: From Bogged Down to Fired Up: Inspiring Organizational Change
Case: Merrill Lynch: Evolution, Revolution and Sale, 1996-2008
Reading: An Improvisational Model for Change Mgt: The Case of Groupware Technologies
Case: Charlotte Beers at Ogilvy & Mather Worldwide
Reading: The Quest for Resilience
Module Three--Implementing Change
Case: Change Classic: Peter Browning and Continental White Cap
Reading: Implementing Change
Case: Marconi plc
Reading: Organisational Frame Bending: Principles for Managing Reorientation
Case: Leading Culture Change at Seagram
Reading: Why Change Programs Don’t Produce Change
Simulation: The Merger Plan Simulation
Case: Oticon: Building a Flexible World-Class Organization
Reading: Changing the Deal While Keeping the People
Case: Ayudha Allianz GP

Module Four--The Recipients of Change
Case: Change Classic: Donna Dubinsky and Apple Computer Inc
Reading: The Recipients of Change
Case: Wellcome Israel
Reading: Back to Square Zero: The Post-Corporate Career
Case: Mark Margolis
Case: Emilio Kornau
Case: Kerstin Berger
Simulation: Broadway Brokers
Reading: Managing to Communicate, Communicating to Manage: How Leading Companies Communicate with Employees
Module Five--Leading Change: The Personal Side
Case: Change Classic: Walt Disney’s Dennis Hightower: Taking Charge
Case: Dennis Hightower: Walt Disney’s Transnational Manager
Reading: Bob Knowling’s Change Manual
Case: Change Agent “In Waiting”
Case: Henny Silva: Aspiring Change Agent for a Start-up
Case: Susan Baskin: Aspiring Change Agent
Reading: Converting Middle Powerlessness to Middle Power: A Systems Approach
Case: The Young Change Agents
Reading: Leadership for Change: Enduring Skills for Change Masters
Case: Vinesh Jugial, South African Entrepreneur
Module Six--Continuous Change
Case: Seismic Shifts and Systemic Shocks
Case: Managing Performance at Haier
Reading: Bringing Life to Organizational Change
Case: Singapore Airlines: Continuing Service Improvement
Reading: Cracking the Code of Change
Case: Change Classic: Nigel Andrews and General Electric Plastics
Case: GE’s Two-Decade Transformation: Jack Welch’s Leadership
Reading: GE’s Move to the Internet
Case: Get Me a CEO from GE
Reading: The Immelt Revolution
Reading: Unlocking the Mystery of Effective Large-Scale Change

MANAGING CHANGE
A Critical Perspective, 2nd Edition
By Mark Hughes, Brighton Business School
2010 (August 2010) / 480 pages
ISBN: 9781843982418
McGraw-Hill UK CIPD Title
Building on the success of the first edition, this text is designed to cater for change modules on HR and business degree programmes at both undergraduate and postgraduate level.

CONTENTS
Introduction
The managing change conundrums
Organisational change classifications
History and organisational change
The role of paradigms and perspectives
External and internal change context
Why organisations change
Organisational design and change
Strategic level change
Chapter 1 Introduction: Stories of Change
Chapter 2 Images of Managing Change
Chapter 3 Why Organizations Change
Chapter 4 What Changes in Organizations
Chapter 5 Diagnosis for Change
Chapter 6 Resistance to Change
Chapter 7 Implementing Change: Organization Development, Appreciative Inquiry and Sense-making Approaches

Contents
Chapter 1 Introduction: Stories of Change
Chapter 2 Images of Managing Change
Chapter 3 Why Organizations Change
Chapter 4 What Changes in Organizations
Chapter 5 Diagnosis for Change
Chapter 6 Resistance to Change
Chapter 7 Implementing Change: Organization Development, Appreciative Inquiry and Sense-making Approaches

Leadership

Leadership: Enhancing the Lessons of Experience, 7th Edition
By Richard Hughes and Robert Ginnett of Center for Creative Leadership and Gordon Curphy

Leadership: Enhancing the Lessons of Experience, 7e consists of 16 chapters, four of which cover specific leadership skills and qualities covered in each of the book's four sections. Hughes, Ginnett, and Curphy draw 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 helps students apply theory and research to their real-life experiences. The Seventh Edition has been thoroughly updated in virtually every chapter.

NEW TO THIS EDITION
- A new introductory chapter, “What Do We Mean By Leadership?” combines the first two chapters of previous editions to create a more consolidated treatment of the material.
- A new chapter on leader development (Chapter 2) eliminates dated material from earlier editions and also includes Chapter 8 material from the 6th edition on development planning, coaching and mentoring.
- Chapter 5, “Leadership Ethics and Values”, now includes extended treatment of ethical leadership and more explicit linkages developed between ethics, values, ethical leadership, authentic leadership and servant leadership.
- A new chapter, “The Dark Side of Leadership”, discusses the concept of bad leadership—leaders who build teams to achieve immoral or unethical ends—reviews the research pertaining to management derailment and incompetence, and describes the underlying reasons why people fall as leaders and how to prevent it.
- Chapter 12, “The Situation”, includes extended treatment of organizational culture and leadership across global cultures. This chapter also takes a new look at the role of leadership in dealing with increasing environmental change.
Leadership skills have been re-organized into four separate chapters, each one now representing the final chapter to each of the book's four basic structural parts. In addition, there are new skills sections on “Creating a Leadership Vision” and “Your First 90 Days as a Leader.”

**CONTENTS**

**PART ONE**

LEADERSHIP IS A PROCESS, NOT A POSITION
Chapter 1 – What do We Mean by Leadership?
Chapter 2 – Leader Development
Chapter 3 – Skills for Developing Yourself as a Leader

**PART TWO**

FOCUS ON THE LEADER
Chapter 4 – Power and Influence
Chapter 5 – Leadership Ethics and Values
Chapter 6 – Leadership Attributes
Chapter 7 – Leadership Behavior
Chapter 8 – Skills for Building Personal Credibility and Influencing Others

**PART THREE**

FOCUS ON THE FOLLOWERS
Chapter 9 – Motivation, Satisfaction, and Performance
Chapter 10 – Groups, Teams, and Their Leadership
Chapter 11 – Skills for Developing Others

**PART FOUR**

FOCUS ON THE SITUATION
Chapter 12 – The Situation
Chapter 13 – Contingency Theories
Chapter 14 – Leadership and Change
Chapter 15 – The Dark Side of Leadership
Chapter 16 – Skills for Optimizing Leadership as Situations Change

---

**THE ART OF LEADERSHIP**

By George Manning and Kent Curtis of Northern Kentucky University

**INTERNATIONAL EDITION**

2012 (April 2011) / 528 pages
ISBN: 9780078029080
ISBN: 9780071086608 [IE]

www.mhhe.com/manning4e

The Art of Leadership, Fourth Edition, is more than a textbook; it is a “learning” book that actively involves the reader in the learning process. The text combines behavior theory with business practice to teach critical concepts and skills in leadership development. In addition, self-assessment questionnaires and practical exercises are integrated throughout to facilitate personal development and class involvement.

**NEW TO THIS EDITION**

- Revised Chapter Organization: Several chapters were combined to streamline the presentation, reducing the number of chapters from 30 to 20.
- Updates include new or revised coverage of the following topics:
  - Part 1: Leadership Failure, Leadership Intelligence, Followership
  - Part 2: Workplace Culture, Leadership Vision, Organizational Alignment

- Part 3: Moral Behavior, Leadership Values, Organizational Ethics
- Part 4: Servant Leadership, The Quality Imperative, Civil Work Climate
- Part 5: Employee Morale, Virtual Leadership, Leading Teams
- Part 6: Employee Engagement, Emotional Intelligence, Cross-Cultural Leadership, Women in Leadership, Generational Differences
- Part 7: Leadership Personality and Leadership Skills
- Part 8: Leading Change, Work-Life Balance, Leadership Coaching, Employee Retention

**CONTENTS**

Chapter 1 The Importance of Leadership: Setting the Stage
Part 1 Leadership Variables
Chapter 2 The Leadership Equation
Chapter 3 Leadership Qualities, Characteristics of Followers, and Situational Factors
Part 2 The Power of Vision
Chapter 4 The Importance of Vision and the Motive to Lead
Chapter 5 Organizational Climate
Part 3 The Importance of Ethics
Chapter 6 Leadership Ethics
Chapter 7 The Role of Values and Ethics at Work
Part 4 The Empowerment of People
Chapter 8 Leadership Authority
Chapter 9 Empowerment in the Workplace and the Quality Imperative
Part 5 Leadership Principles
Chapter 10 Effective Leadership and Human Relations
Chapter 11 The Team Concept
Part 6 Understanding People
Chapter 12 Human Behavior and the Art of Persuasion
Chapter 13 The Diversity Challenge
Part 7 Multiplying Effectiveness
Chapter 14 Effective Delegation and How to Assign Work
Chapter 15 The Role of Personality
Part 8 Developing Others
Chapter 16 The Leader as Coach Chapter 17 Helping People through Change and Burnout Prevention
Part 9 Performance Management
Chapter 18 Managing Performance
Chapter 19 Professional Performance and Sustaining Discipline
Chapter 20 The Road Ahead: Challenge and Charge

---

**LEADERS AND THE LEADERSHIP PROCESS**

By Jon Pierce and John Newstrom of University of Minnesota-Duluth

2011 (October 2010) / 544 pages
ISBN: 9780078137105
ISBN: 9780071289528 [IE]

www.mhhe.com/pierce6e

The Sixth Edition of Pierce and Newstrom’s Leaders and the Leadership Process 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. Leaders and the Leadership Process 6e 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. The authors create a “leadership mosaic,” which encourages students to examine the concepts, propositions, perspectives, and theories individually as they build towards the student’s ultimate unique leadership mosaic.
Leadership Communication
3rd Edition
By Deborah Barrett, Rice University
2010 (November 2009) / 464 pages
ISBN: 9780073377773
ISBN: 9780071267427 (IE)

Leadership Communication is a text to guide current and potential leaders in developing the communication capabilities needed to be transformational leaders. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders. The Third Edition of Leadership Communication has been updated and changed specifically to emphasize transformational leadership, ethics, and integrity and to include guidance on the use of current social media.

CONTENTS
Section One – Core Leadership Communication
Chapter 1 – What is Leadership Communication?
Chapter 2 – Leadership Communication Purpose, Strategy, and Structure
Chapter 3 – The Language of Leaders
Chapter 4 – Written Leadership Communication
Chapter 5 – Leadership Presentations
Chapter 6 – Graphics and PowerPoint with a Leadership Edge

Section Two – Organizational Leadership Communication
Chapter 7 – Emotional Intelligence and Interpersonal Skills for Leaders
Chapter 8 – Cultural Literacy and Cross-Cultural Leadership Communication
Chapter 9 – Meetings: Leadership and Productivity
Chapter 10 – High-Performing Team Leadership

Section Three – Corporate Leadership Communication
Chapter 11 – Leadership through Strategic Internal Communication
Chapter 12 – Leadership through Effective External Relations

Appendix
A – Self-Assessment of Leadership Communication Ability Worksheet to Develop Personal Leadership Communication Plan
B – The Business of Grammar
C – Usage Self-Assessment
D – Successful Case Analysis and Discussion

NEW

ASPIRATIONAL LEADERSHIP
Skills and Tools to create an Entrepreneurial Workforce
By Aubrey
2012 (March 2012)
ISBN: 9780071327773
An Asian Professional Publication

The workforce today places intensive new demands on leaders. This is particularly true in the area of employee engagement: the presence of a younger and better educated workforce and freely accessible information means rising employee expectations with regards the development of personal goals. In addition, increasing industrial competition for talent as well as new institutional requirements that benefit employees make it clear that the formula for leadership and organizational success must now be significantly different. According to Professor Bob Aubrey’s latest book, Aspirational Leadership: Skills and Tools To Create An Entrepreneurial Workforce, leaders in this “new age” of management should practise not only inspirational leadership, that is, by communicating their vision and ambition to employees, but they must also allow for aspirational leadership, which allows employees to explore their individual career goals and motivations and to match them with the goals of the company. Organised into three parts, the revolutionary Aspirational Leadership guides the aspiring new leader through understanding the characteristics and demands of aspirational work culture and acquiring effective tools and techniques for working aspirationally with employees, to developing win-win aspirational employee profiles.

CONTENTS
Section One – Core Leadership Communication
Chapter 1 – What is Leadership Communication?
Chapter 2 – Leadership Communication Purpose, Strategy, and Structure
Chapter 3 – The Language of Leaders
Chapter 4 – Written Leadership Communication
Chapter 5 – Leadership Presentations
Chapter 6 – Graphics and PowerPoint with a Leadership Edge

Section Two – Organizational Leadership Communication
Chapter 7 – Emotional Intelligence and Interpersonal Skills for Leaders
Chapter 8 – Cultural Literacy and Cross-Cultural Leadership Communication
Chapter 9 – Meetings: Leadership and Productivity
Chapter 10 – High-Performing Team Leadership

Section Three – Corporate Leadership Communication
Chapter 11 – Leadership through Strategic Internal Communication
Chapter 12 – Leadership through Effective External Relations

Appendix
A – Self-Assessment of Leadership Communication Ability Worksheet to Develop Personal Leadership Communication Plan
B – The Business of Grammar
C – Usage Self-Assessment
D – Successful Case Analysis and Discussion

NEW

ASIAN LEADERSHIP
What Works
By Dave Ulrich and Robert Sutton
2011 (September 2010) / 352 pages
ISBN: 9780071084307
An Asian Professional Publication

Following the publication of Leadership in Asia: Challenges and Opportunities, the Singapore Ministry of Manpower convened a Third Executive Roundtable in 2010 to examine the various challenges confronting leadership renewal in the Asian business context, especially in the aftermath of the global financial meltdown and economic downturn of 2009. The intensive session, spread over two days, threw up illuminating examples and astute observations on the subject, which were peppered with thoughtful anecdotes and penetrating truths that will titillate the reader. Involving corporate CEOs, Chief Human Resource Officers and leadership thought leaders, the leadership focus group identified four important questions that Asian leaders must address in order to succeed at the highest level:

- Where are we going?
- How do we get there?
- What is work like when we get there?
- Who stays and who goes?

With these on their minds, they set about to pinpoint eight success factors and action domains that are crucial in leaders to enable them to navigate around the pitfalls of being a leader and a change agent in the organisations they lead. These are:
1. Creating customer-centric actions
2. Implementing strategy
3. Getting past the past
4. Governing through decision making
5. Inspiring collective meaning making
6. Capitalising on capability
7. Developing careers
8. Generating leaders

Edited by eminent leadership gurus Dave Ulrich and Robert Sutton, this book describes the valuable insights and lessons gleaned from individual leaders and the organisations they lead. A useful reference for potential leaders, corporate honchos and management experts on leadership issues in organisations within Asia, it represents a significant contribution to research on the subject in the continent, which is home to a multitude of diverse cultures, languages and beliefs, as well as the unique challenges these pose to leaders in leading their organisations.

CONTENTS
Foreword
List of Contributors
Prologue
1. What Effective Leaders in Asia Know and Do
Part One. Creating Customer-centric Actions
2. Banking the Asian Way
3. Aligning Leadership For Customer Satisfaction
4. Principles of Customer Centricity
5. The Path to Empowered Empathy
Part Two. Implementing Strategy
6. Strategic Execution
7. Strategic Trends on the Horizon
8. Small Wins and How Leaders Turn Goals into Reality
Part Three. Getting Past the Past
9. Leadership Insights from MediaCorp
10. Leading Change at General Electric
11. Managing Strategic Change
12. The Challenge of Change in the Asian Context
Part Four. Governing Through Decision Making
13. The MediaCorp Story
14. Linking Decisions, Knowledge and Philosophies to Organisational Action
15. The Outcomes and Processes of Good Governance
Part Five. Inspiring Collective Meaning Making
16. Leadership Through Corporate Social Responsibility
17. Building an Enduring Enterprise
18. The Organisation’s Search For Meaning
19. Collective Purpose
Part Six. Capitalising on Capability
20. Purpose-inspired Leadership
21. Corporate Culture
22. Multiculture versus Company Culture
Part Seven. Developing Careers
23. Developing World-class Leaders at General Electric
25. The Real Superstars
26. Leaders Who Coach Individuals and Design Organisation Career Processes
Part Eight. Generating Leaders
27. In the Company of Leaders: IBM’s Approach to Future-ready Leadership Development
28. Developing Leaders in Asia
29. Leadership Transition
Epilogue
30. Essentials of Excellence

BUSINESS IS PEOPLE
By Konosuke Matushita (deceased)
2010 (November 2009) / 120 pages
ISBN: 9780071272162
An Asian Professional Publication

Business Is People is the English-language sequel to the Japanese bestseller Shobai Kokorce-cho (Business Handbook). This translated collection of essays and anecdotes reveals the inside man of late Japanese management guru Konosuke Matushita, and his secret to keeping business in the black in good times and bad. This timeless classic contains Matushita’s key observations on management, gleaned from more than half a century of business experience. His business philosophy was refreshingly idealistic and altruistic -- he believed that the mission of a manufacturer was to eliminate wants and to rid society of poverty -- and his success testifies that it is possible, even profitable, for a serious businessman to conduct himself and his business with a clean conscience. His words are encouraging in today’s economic climate, in which the tension between corporate responsibility and profit-making is strongly felt. According to Matushita, “no matter how chaotic the world may seem, […] one can improve his business techniques and make his business prosper.” This book outlines the qualities of an effective manager, provides time-tested management tips, and discusses practical ways of running a business efficiently. Business Is People offers advice that will benefit anyone involved in managing a business and human resources.

CONTENTS
About the Author
Preface
Part 1 Managing a Company
Remain Fascinated
Conducting Business Over the Phone
Commercial Paper Bloats the Money Supply
Management Capabilities
Satisfactory Work
Making the Most of Complaints
The Technology We Chose Not to Buy
Wait Patiently For Better Times During Recessions
Noren (Reputation)
The Significance of Publicity
Material and Spiritual Contributions
The Secrets of Purchasing
Sales Methods that Boost Credibility
Within the Limits of Equity Capital
Business within Service Capacity
Improvements Born of Earthquake Damage
Demanding Customers
Seek Fair Profits
Eliminating Defects
Persuasiveness in Business
Do Not Let Budgets Rule You
Deadly Earnest
The Unwritten Contract
Part 2 Managing Personnel and Personal Affairs
Working with Absolute Delight
Autonomous and Independent Management
Downturns and Human Resources Development
Conceptual Foundations
Looking Up to Your Subordinates
The Right Person in the Right Place
Face Adversity Squarely
Humble Conviction
The President Who Took Off His Overcoat
The Joy of Being Scolded
Following Orders
Become a Clinical Practitioner
Education with Spirit
Raise Issues with Your Superiors
Whatever Happens Is Fine
At a Certain Hotel
Adequate Personnel

About the Author
Preface
Part 1 Managing a Company
Remain Fascinated
Conducting Business Over the Phone
Commercial Paper Bloats the Money Supply
Management Capabilities
Satisfactory Work
Making the Most of Complaints
The Technology We Chose Not to Buy
Wait Patiently For Better Times During Recessions
Noren (Reputation)
The Significance of Publicity
Material and Spiritual Contributions
The Secrets of Purchasing
Sales Methods that Boost Credibility
Within the Limits of Equity Capital
Business within Service Capacity
Improvements Born of Earthquake Damage
Demanding Customers
Seek Fair Profits
Eliminating Defects
Persuasiveness in Business
Do Not Let Budgets Rule You
Deadly Earnest
The Unwritten Contract
Part 2 Managing Personnel and Personal Affairs
Working with Absolute Delight
Autonomous and Independent Management
Downturns and Human Resources Development
Conceptual Foundations
Looking Up to Your Subordinates
The Right Person in the Right Place
Face Adversity Squarely
Humble Conviction
The President Who Took Off His Overcoat
The Joy of Being Scolded
Following Orders
Become a Clinical Practitioner
Education with Spirit
Raise Issues with Your Superiors
Whatever Happens Is Fine
At a Certain Hotel
Adequate Personnel
LEADERSHIP IN ASIA
By Dave Ulrich
2010 (September 2009) / 296 pages
ISBN: 9780071272148
An Asian Professional Publication

The Asian economy continues to grow rapidly. As such, it is imperative that Asian organizations build leadership depth if they are to capture and sustain this growth. For leaders do matter: they help employees stay committed; customers receive products, communities stay respectful and investors remain confident. Recognizing the need to discuss issues related to building the next generation of leaders in Asia, the Singapore Ministry of Manpower hosted an Executive Roundtable in May 2009. The forum involved leading executives and thought leaders from across a wide range of industries and sectors. The topics debated ranged from developing talent management philosophies and strategies for Asia and tailoring global leadership development practices for leaders in the region, to implementing programmes for attracting, grooming and retaining future CEOs and tackling present and future challenges related to meeting leadership demands in the region. This book compiles the ideas generated at the Roundtable. Edited by leadership expert Dave Ulrich, Professor of Business at the University of Michigan, Leadership in Asia: Challenges and Opportunities puts together insights and recommendations for developing the quality of leadership in Asian organizations and ensuring that these companies cultivate and sustain top-notch leadership for the future.

CONTENTS
Foreword
List of Contributors
1. Introduction: Leadership in Asia (Dave Ulrich)
2. What is an Effective Leader? – The Leadership Code and Leadership Brand (Dave Ulrich)
3. Developing Asia’s Corporate Leadership: Challenges and Moving Forward (Wee Chow Hou)
4. Winning the Talent War in China Through Unique Value Propositions (Arthur Yeung)
5. Global Leadership Practices Among Large Multinational Companies: How Asia Compares (Patrick M. Wright)
6. Waging and Winning the War for Talent in Asia (J. Stewart Black)
7. The Right Leaders in Place in Asia … The Right Future Leaders in the Pipeline (Peter Smith)
8. Building People (Liew Mun Leong)
9. Keeping a Finger on the Pulse (Saw Phaik Hwa)
10. Leadership Challenges in the Transformation of Healthcare (Liak Teng Lit)
11. How Good Can We Be? (Fergus Balfour)
12. Leadership Challenges, Opportunities and Strategies for New Asia – The TCS Approach (Girija Pande)
13. Sustainable Talent Development at Microsoft (Jessica Tan Soon Neo)
14. Positive Leadership (Gerald Chan)
15. Leadership Challenges in Asia: Integration and Next Steps (Dave Ulrich)
Index
NEGOTIATION
Readings, Exercises and Cases, 6th Edition
By Roy Lewicki, Ohio State University; Bruce Barry, Vanderbilt University; Nashville and David Saunders, University of Calgary
2010 (December 2009) / 728 pages
ISBN: 9780073530314
ISBN: 9780071267748 [IE]

Negotiation is a critical skill needed for effective management. Negotiation: Readings, Exercises, and Cases 6e 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. The Readings portion of the book is ordered into seven sections: (1) Negotiation Fundamentals, (2) Negotiation Subprocesses, (3) Negotiation Contexts, (4) Individual Differences, (5) Negotiation across Cultures, (6) Resolving Differences, and (7) Summary. The next section of the book presents a collection of role-play exercises, cases, and self-assessment questionnaires that can be used to teach negotiation processes and subprocesses.

CONTENTS
Readings
Section 1 Negotiation Fundamentals
Section 2 Negotiation Subprocesses
Section 3 Negotiation Contexts
Section 4 Individual Differences
Section 5 Negotiation across Cultures
Section 6 Resolving Differences
Section 7 Summary
Exercises
1. The Subjective Value Inventory (SVI)
2. Pemberton’s Dilemma
3. The Commons Dilemma
4. The Used Car
5. Knight Engines/Excalibur Engine Parts
6. GTechnica—AccelMedia
7. NEW! Toyonda
8. Planning for Negotiations
9. The Pakistani Prunes
10. Universal Computer Company
11. Twin Lakes Mining Company
12. City of Tamarack
13. Island Cruise
14. Salary Negotiations
15. Job Offer Negotiation: Joe Tech and Robust Routers
16. The Employee Exit Interview
17. NEW! Live8
18. NEW! Ridgecrest School Dispute
19. Bestbooks/Paige Turner
20. Strategic Moves and Turns
21. Elmwood Hospital Dispute
22. The Power Game
23. Coalition Bargaining
24. The Connecticut Valley School
25. Bakery—Florist—Grocery
26. The New House Negotiation
27. NEW! The Buena Vista Condo
28. Eurotechnologies, Inc.
29. Third-Party Conflict Resolution
30. NEW! AuraCall, Inc.
31. 500 English Sentences
32. Sick Leave
33. Alpha—Beta
34. NEW! Galactica SUV
35. Bacchus Winery
36. Collecting Nos
37. NEW! A Team in Trouble

Cases
1. Capital Mortgage Insurance Corporation (A)
2. Pacific Oil Company (A)
3. NEW! Negotiating on Thin Ice: The 2004-2005 NHL Dispute (A)
4. Collective Bargaining at Magic Carpet Airlines: A Union Perspective (A)
5. NEW! Bargaining Strategy in Major League Baseball
6. Midwestern: Contemporary Art
7. 500 English Sentences
8. Sick Leave
Questionnaires
1. The Personal Bargaining Inventory
2. The SINS II Scale
3. NEW! Six Channels Survey
4. The Trust Scale
5. Communication Competence Scale
6. NEW! Cultural Intelligence (CQS)
Appendix
1. NEW! Negotiating on Thin Ice: The 2004—2005 NHL Dispute (B)

STRATEGIES FOR CROSS-CULTURAL NEGOTIATION
By Tan Joo Seng and Elizabeth NK Lim
2004 / 228 pages
ISBN: 9780071234788
An Asian Publication

This book is about strategic negotiation across cultures. It is written for negotiators and students of negotiation who seek to understand the principles and processes of cross-cultural negotiation and develop effective strategies for negotiating in different cultures. This book takes a completely different approach in the analysis of cross-border negotiations by examining the negotiations of U.S. multinational companies in three major economies in Asia: China, Japan, and India. Using a case study approach, the book presents an incisive analysis of the successes and failures in cross-cultural negotiations. Further, it provides valuable insights that will deepen negotiators’ understanding of cross-cultural negotiations as well as strengthen negotiators’ capability to deal with major issues in cross-cultural negotiations.

This book is designed to:
- present the strategies, techniques and dynamics of the negotiation process,
elaborate on key cultural values and norms in China, Japan and India, draw key lessons on negotiating strategies in various cultures from detailed case studies, marry cross-cultural research framework and research findings with practitioners' negotiating experience, present a F.R.A.M.E. approach for cross-cultural analysis of negotiations with the Chinese, Japanese and Indians, and offer practical negotiation tips (the do's and don'ts) for cross-cultural negotiation.

CONTENTS
Chapter 1: Introduction to Negotiation and Culture
Chapter 2: Negotiating with the Chinese
Chapter 3: Negotiating with the Japanese
Chapter 4: Negotiating with the Indians
Chapter 5: Cross-case Analysis - The F.R.A.M.E. Approach to Strategic Negotiation
Chapter 6: The Dos and Don'ts in Negotiations

Small Business Management

BUSINESS MANAGEMENT FOR THE PERSONAL FITNESS TRAINER
By Charles Ware

2013 (January 2012) / 416 pages
ISBN: 9780073377087
www.mhhe.com/bizfit

Business Management for the Personal Fitness Trainer is a handbook for fitness professionals who have entertained the idea of going out on their own and starting their own business. It serves as an entrepreneurial tool to help fitness professionals expand their knowledge and to develop an understanding of the necessary elements in designing, starting, and managing a small business in the fitness industry. It walks through the fundamentals of small business and notes how these apply to the fitness industry. From choosing an idea for a business and developing a business plan to the legal, financial, and operational considerations of opening and running a business, this book is your guide to building a fitness business.

FEATURES
- Each chapter begins with a case study of a small personal fitness business. These realistic portraits provide an overview of both the everyday successes and the failures associated with small business ownership.
- Throughout the chapter, exercises ask students to think critically about the topics being discussed. They help readers apply what they are learning to the real-world challenges of starting a business.
- Ethical Challenge Boxes appear in each chapter. These dilemma-based questions look at ethical realities within the successful creation of a small fitness business, such as using an existing client list when starting your own club. These features encourage students to examine the moral complexities of small businesses.
- The Appendix contains sample forms that are frequently used in small businesses, especially fitness businesses. These help readers to visualize the concepts being discussed throughout the book. They also provide a helpful starting point when readers choose to start their own small businesses.

CONTENTS
PART 1: LAYING THE GROUNDWORK FOR SMALL BUSINESS
Chapter One: Introduction
Chapter Two: Individuals and Small Business Start-Ups
Chapter Three: Business Idea Generation and Initial Evaluation
PART 2: DUE DILIGENCE ON THE BUSINESS IDEA
Chapter Four: Thinking Competitively
Chapter Five: Business Mission and Strategy
Chapter Six: Your Financial Fitness
PART 3: ESTABLISHING THE BUSINESS
Chapter Seven: The Legalities of Your Personal Training Business
Chapter Eight: Establishing Operations
Chapter Nine: Financing and Accounting
PART 4: BUILDING THE BUSINESS
Chapter Ten: Human Resource Management
Chapter Eleven: Marketing
PART 5: OTHER ISSUES
Chapter Twelve: The Future of Your Fitness Business
Chapter Thirteen: Franchising and Purchasing an Existing Business

ENTREPRENEURIAL SMALL BUSINESS
3rd Edition
By Jerry Katz, Saint Louis University and Richard P Green, University of the Incarnate Word
2011 (March 2010) / 832 pages
ISBN: 9780073381572
ISBN: 9780071220941 [IE]
www.mhhe.com/green3e

Entrepreneurial Small Business (ESB) provides students with a clear vision of small business as it really is today. It focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is 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. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to Amazon.com and the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students plan to start.

CONTENTS
Part One: Entrepreneurs and Ideas: The Basis of Small Business
Chapter 1 Small Business: Its Opportunities and Rewards
Chapter 2 Small Business Ethics: A Key to Long-Term Success
Chapter 3 Small Business Entrepreneurs: Characteristics and Competencies
Chapter 4 Small Business Ideas: Creativity, Opportunity, and Feasibility
Appendix: A Sample Feasibility Study: Pet Plan
Part Two: Small Business Paths & Plans
Chapter 5 Small Business Entry: Paths to Part-Time Entrepreneurship
Chapter 6 Small Business Entry: Paths to Full-Time Entrepreneurship
Chapter 7 Small Business Strategies: Imitation with a Twist
Appendix: 5 Steps to an Industry Analysis: Retail Shoe Store
Chapter 8 Business Plans: Seeing Audiences and Your Business
Chapter 6: Corporate Entrepreneurship – NEW
Part 3: Strategy and the smaller firm
Chapter 7: Sources of Finance: Overview of issues and debt finance
Chapter 8: Venture Capital- RE-NAMED, previously ’Sources of Venture Finance’
Chapter 9: Innovation and Entrepreneurship
Chapter 10: Entrepreneurial and Growth Firms
Chapter 11: International Entrepreneurship
Part 4: Making it happen
Chapter 12: Issues in Business Start-up
Chapter 13: Preparation for Business Start-up

International Edition

NEW VENTURE CREATION
Entrepreneurship for the 21st Century
9th Edition
By Stephen Spinelli and Rob Adams of McCombs School of Business and Jeffry A Timmons, Babson College
2012 (December 2011) / 704 pages
ISBN: 9780071324632 [IE]
www.mhhe.com/spinelli9e

New Venture Creation: Entrepreneurship for the 21st Century is about the actual process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. It continues to be the product of experience and considerable research in the field—rooted in real-world application and refined in the classroom. The design and flow of the book are aimed at creating knowledge, skills, and awareness. In a pragmatic way—through text, case studies and hands-on exercises—students are drawn in to discover critical aspects of entrepreneurship, and what levels of competencies, know-how, experience, attitudes, resources and networks are required to pursue different entrepreneurial opportunities. The ninth edition has been heavily edited by new co-author Rob Adams from the University of Texas - Austin to be more concise while maintaining the high-quality of information for which the text has become known. The new edition also includes new cases and exercises, updated Web sites, and new text material to capture the current financial, economic, technological, and globally competitive environment.

CONTENTS
Part I – The Entrepreneurial Mind for an Entrepreneurial World
Chapter 1 The Global Entrepreneurial Revolution for a Flatter World
Chapter 2 The Entrepreneurial Mind: Crafting a Personal Entrepreneurial Strategy
Part II – The Opportunity
Chapter 3 The Entrepreneurial Process
Chapter 4 Clean Commerce: Seeing Opportunity through a Sustainability Lens
Chapter 5 The Opportunity: Creating, Shaping, Recognizing, Seizing
Chapter 6 Screening Venture Opportunities
Chapter 7 Opportunities for Social Entrepreneurship
Chapter 8 The Business Plan
Part III–The Founder and Team
Chapter 9 The Entrepreneurial Leader and the Team
Chapter 10 Ethical Decision Making and the Entrepreneur
Part IV – Financing Entrepreneurial Ventures
Chapter 11 Resource Requirements
Chapter 12 Franchising
Chapter 13 Entrepreneurial Finance
Chapter 14 Obtaining Venture and Growth Capital
Chapter 15 The Deal: Valuation, Structure, and Negotiation
Chapter 16 Obtaining Debt Capital
Part V – Startup and Beyond

Chapter 17 Leading Rapid Growth, Crises, and Recovery
Chapter 18 The Family as Entrepreneur
Chapter 19 The Harvest and Beyond

Entrepreneurship: A Small Business Approach
By Charles E Bamford, Queens University of Charlotte and Garry D Bruton
2011 (January 2010) / 368 pages
ISBN: 9780073403113
ISBN: 9780071221221 [IE]
www.mhhe.com/bamford

Entrepreneurship: A Small Business Approach takes a hands-on, problem-based learning approach that works through real problems faced by entrepreneurs and small business owners. Using real-world scenarios and exercises throughout it puts the student in the roles of financial analyst, marketer, and business owner in order to find solutions. With a solid emphasis on research and the most current environmental conditions in small businesses, and the authors’ backgrounds in strategy, this text provides a solid foundation in entrepreneurship and small business.

CONTENTS
Part 1: Laying the Groundwork for Small Business
Chapter One: Introduction
Chapter Two: Individuals and Small Business Start-Ups
Chapter Three: Business Idea Generation and Initial Evaluation
Part 2: Due Diligence on the Business Idea
Chapter Four: External Analysis
Chapter Five: Business Mission and Strategy
Chapter Six: Analyzing Cash Flow and Other Financial Information
Part 3: Establishing the Business
Chapter Seven: Establishing the Legal Foundation
Chapter Eight: Establishing Operations
Chapter Nine: Financing and Accounting
Part 4: Building the Business
Chapter Ten: Human Resource Management
Chapter Eleven: Marketing
Chapter Twelve: Financial Analysis
Part 5: Other Issues
Chapter Thirteen: Exit/Harvest/Turnaround
Chapter Fourteen: Franchising and Purchasing an Existing Business
Appendix
Glossary
References
Credits
Index

REVIEW COPY
(Available for course adoption only)
To request for a review copy,
contact your local McGraw-Hill representatives or,
fax the Review Copy Request Form found in this catalog or,
e-mail your request to
mghasia_sgs@mcgraw-hill.com or,
submit online at www.mheducation.asia
They discuss the challenges facing entrepreneurs, while keeping in mind the successor to Amazon.com and the pizza place around the corner. Recognizing the distinction between entrepreneurs who aim to start a small business are discussed, as well as the latest findings and 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. Katz and Green recognize the distinction between entrepreneurs who aim to start the business and those who merely want to acquire the company a small business. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students plan to start.

CONTENTS
Part One: Entrepreneurs and Ideas: The Basis of Small Business
Chapter 1 Small Business: Its Opportunities and Rewards
Chapter 2 Small Business Ethics: A Key to Long-Term Success
Chapter 3 Small Business Entrepreneurs: Characteristics and Competencies
Chapter 4 Small Business Ideas: Creativity, Opportunity, and Feasibility
Appendix: A Sample Feasibility Study: Pet Plan

Part Two: Small Business Paths & Plans
Chapter 5 Small Business Entry: Paths to Part-Time Entrepreneurship
Chapter 6 Small Business Entry: Paths to Full-Time Entrepreneurship
Chapter 7 Small Business Strategies: Imitation with a Twist
Appendix: 5 Steps to an Industry Analysis: Retail Shoe Store
Chapter 8 Business Plans: Seeing Audiences and Your Business Clearly
Appendix: Example Cover Letter and Resume

Part Three: Marketing in the Small Business
Chapter 9 Small Business Marketing: Product and Pricing Strategies
Chapter 10 Small Business Promotion: Capturing the Eyes of Your Market
Chapter 11 Small Business Distribution and Location
Chapter 12 Marketing Plans: Saying How You’ll Get Sales
Appendix: A Marketing Plan: PizzMo

Part Four: Cash, Accounting, and Finance in the Small Business
Chapter 13 Small Business Accounting: Projecting and Evaluating Performance
Chapter 14 Cash: Lifeblood of the Business
Appendix: Completing a Bank Reconciliation
Chapter 15 Small Business Finance: Using Equity, Debt, and Gifts
Chapter 16 Assets: Inventory and Operations Management
Appendix: Economic Order Quantity
Appendix: Time Value of Money and Discounted Cash Flow Analysis
Chapter 17 Small Business Protection: Risk Management and Insurance

Part Five: Management and Organization in the Small Business
Chapter 18 Legal Issues: Recognizing Your Small Business Needs
Chapter 19 Human Resource Management: Small Business Considerations
Chapter 20 Achieving Success in the Small Business Cases

Video Cases
Glossary
End Notes
Photo Credits
Indexes
NEW BUSINESS VENTURES AND THE ENTREPRENEUR
6th Edition
2007 (June 2006) / 648 pages
ISBN: 9780071258128 [IE]
www.mhhe.com/roberts6e

CONTENTS
Part I: Introduction: What is Entrepreneurship?
Chapter 1 A Perspective on Entrepreneurship
Part II: Recognizing and Analyzing Opportunity
Chapter 2 Some Thoughts on Business Plans
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

BRAINFRUIT
By Mason
2012 (October 2011)
ISBN: 9780071324953
An Asian Professional Publication

Now is a time of great opportunity for creative people who have some understanding of business. We are more connected now than ever and the Internet has brought East and West closer. Wherever we are, whatever we do, we are all on the same map. Brainfruit is the essential travel guide for anyone setting out to try and make money from their ideas.

- You might be a recent graduate of a creative course. This book shows how you can get paid.
- You might work in someone else’s creative business. This book can help explain what that business needs to succeed or how it might feel to set one up on your own.
- You could be one of the many ideas people who find themselves running a business, almost by accident. This book will help you clarify your plans and show you what lies ahead.

Brainfruit is packed with inspiring stories of people who have succeeded in turning creativity into cash. Insight exercises after each part in this book will help you understand yourself and the business potential of your ideas. This book also includes free access to an online community and resources.
Entrepreneurship - Supplements

NEW BUSINESS MENTOR 2007
7th Edition
By FastTrac
2007 (April 2006)
ISBN: 9780071264914 [IE - 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

INTERNATIONAL EDITION

ESSENTIALS OF STRATEGIC MANAGEMENT
The Quest for Competitive Advantage, 3rd Edition
By John E Gamble, University of South Alabama-Mobile and Arthur A Thompson, University of Alabama-Tuscaloosa
2013 (January 2012) / 544 pages
ISBN: 9780078029288
ISBN: 9780071318129 [IE]
(Details unavailable at press time)

INTERNATIONAL EDITION

STRATEGIC MANAGEMENT
13th Edition
By John Pearce, Villanova University and Richard Robinson, University of South Carolina
2013 (January 2012)
ISBN: 9780078029295
ISBN: 9780071326391 [IE]
www.mhhe.com/pearce13e
(Details unavailable at press time)
Combining quality and user-friendliness with rigor and relevance, Frank T. Rothaermel synthesizes theory, empirical research, and practical applications in a breakthrough new text designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. This new textbook, written with a single, strong voice, weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage.

FEATURES

- Unique, value-added chapters - In addition to the traditional chapters needed in the strategy course, Strategic Management includes three separate, stand-alone chapters that address topics that add significant value for your course and your students.
  - Chp2 (The Strategic Management Process).
  - Chp 5 (Competitive Advantage and Firm Performance), and
  - Chp 7 (Business Strategy: Innovation and Strategic Entrepreneurship)

- Unparalleled Integration - The author’s AFI framework (Analysis, Formulation, Implementation) focuses content and organizes the book’s “less is more” approach. The framework’s unique integration of the process schools of strategy (based on organization theory, psychology, and sociology) with the content schools of strategy (based on economics) provides students with a balanced and complete treatment of strategy not found in other books for the course.

- Cohesive and Interconnected - With a single strong voice, the author weaves together classic and cutting-edge theory with in-chapter cases and strategy examples. Unlike other texts that often outsource cases, Rothaermel took pride in authoring all of the Chapter Cases and MiniCases (which appear in each of the 12 chapters), and in authoring or co-authoring half of the full-length Cases.

- Strong appeal to various subdisciplines in strategy
  - Technology Innovation Management, Entrepreneurship (TIM).
  - Examples include Chp 7, various cases (Tesla (A) and (B), IBM, Apple, Numenta, Siemens, Merck, Genentech, GE, among others).
  - Ethics, Corporate Social Responsibility, and Sustainability (SIM, ONE, CMS). Topics in multiple chapters, WBB, Teslas, Interface, Bank of America, DeBeers, GE, Siemens, Infosys, Corp Gov, UTC, even Robin Hood.

- Added Value for Instructors and Students - In a presentation that is comprehensive yet concise, rigorous yet relevant, the author includes classic and cutting-edge strategy material in a student-accessible format. By addressing what the research findings mean and why they are important for managers and by eliminating excess detail and outdated examples, the book helps students see the bigger strategic picture. In addition, a key aspect of the author’s vision is to provide value-added dimensions for both instructors and students, including:

  - Flexibility for instructors: The author has crafted the book to provide maximum teaching flexibility. Each chapter is sufficiently self-contained that it can be taught in any order. This flexibility supports teaching the content of the course in modules and other high-flex delivery approaches.
  - An enjoyable read for students: Filled with examples from companies today’s students know, the book conveys to students how exciting strategic management can be and prepares them for the realities of strategic management in the turbulent 21st century.

- Rigorous, Relevant, and Balanced – A mix of classic and contemporary content: The book includes strategy material that has stood the test of time (e.g., the resource-based view, Porter’s five forces model), as well as up-to-date strategy material and current research (e.g., dynamic capabilities perspective, and the triple bottom line). The book also includes student-accessible coverage of strategic management research drawn from both academic journals and best-selling business books.

- “Under the magnifying glass” Sections - Each chapter contains a section that puts one specific theory or concept “under the magnifying glass.” Combining strategic management research with real-world observations, these sections critically evaluate if and how the theory or concept is linked to competitive advantage.

- Relevant Written to meet the needs of today’s students, the book prepares them for the dynamism they will face as managers in the 21st century. Strategic Management consistently:
  - Engages and interests Gen-Y students through use of up-to-date examples.
  - Brings theory to life through embedded examples within each framework and concept.
  - Includes topics from recent and current bestsellers, exposing students to topics that today’s managers talk about.

- Strategy Highlight Boxes These engaging boxes apply a specific concept to a specific company. Each box is:
  - Right-sized for maximum student appeal—long enough to contain valuable insights, yet short enough to encourage student reading.
  - Focused on companies that students know—Threadless, Sony, Starbucks, Nintendo, Toyota, Apple, GE, ExxonMobil, Pixar, GM, Walmart, W.L. Gore, USA Today, among others.
  - A Global Context - In addition to the stand-alone chapter on global strategy, examples throughout the book reflect the global nature of competition and the importance of emerging economies such as the BRIC countries. Drawing on the author’s cosmopolitan upbringing and education (educated, trained, and worked in four different countries), this strategy text clearly incorporates the new issues managers face in a globally competitive marketplace.

- Additionally, a number of the examples relate to sustainable strategy with a focus on “green” products and strategic issues.

- Rich and Relevant End-of-Chapter questions, exercises, and projects allow instructors to enhance the course by applying chapter concepts in a variety of settings.
  - Chapter summaries link key chapter content to the chapter’s learning objectives. End-of-chapter materials also include a list of key terms introduced in the chapter.
  - Discussion Questions offer broad scope for classroom settings and uses.
  - Social/Ethical Issues and questions enliven class discussion.
  - Small Group Exercises allow for different pedagogical approaches and offer opportunities to break up long class periods or promote group work outside of class. All end-of-chapter features have been beta-tested in various classroom settings and different levels (undergraduate, MBA, and executive MBA).
  - Strategy Term Project breaks a long-term project into a series of focused, targeted tasks. Requires data collection and analysis, using the tools and concepts from each chapter. Provides an extended, “hands-on” project, ideal for use by individual students.
or small groups. Fulfills the AACSB requirement for an integrative management exercise.

- myStrategy Boxes apply strategy concepts to students’ lives. Show students how to internalize strategy as they plan or enhance their careers. These boxes will have strong appeal to AOM instructors who identify Careers (CARS) as one of their interests.

- Setting a “Gold Standard” for High-Quality Cases - Three Types of Cases—ChapterCases, MiniCases, and Cases—inform, instruct, and inspire students and meet varying classroom needs:
  - ChapterCases (all written by the author) frame the chapter topic and content and focus on companies and industries of interest to students, such as Google, Microsoft, Teach for America, GE, Whole Foods, Wikipedia, Facebook, Hollywood movies, and Zappos. “Consider This...” sections near the end of the chapter use additional information, plus concepts and information from the chapter, to extend and complete the ChapterCase example. Questions in the “Consider This...” section are good jumping-off points for class discussion.
  - Twelve original, Author-Written MiniCases provide a decision scenario that a company’s manager might face.
    - Include discussion questions and are linked to specific chapters.
    - Are short enough to be assigned as add-ons to chapters as individual assignments or group work and can also be used for discussion.
  - 30 Full-Length Cases Half of the book’s Cases were written or co-written by the author specifically for use with the book, ensuring that chapter content and cases are closely interconnected. The full-length Cases:
    - Are preceded by “How to Conduct a Case Analysis,” including a full set of financial ratios.
    - Can be used for longer, more in-depth class discussion, case analysis, or term case papers.
    - Are accompanied by a full set of Case Teaching Notes, written by Professor Marne L. Anthaud-Day, Ph.D. of Kansas State University in collaboration with Frank T. Rothaermel. Cases are also accompanied by high-quality videos.
  - Cases are available in the Cases & Concepts version of the book, or through McGraw-Hill’s custom-publishing Create™ program.

**CONTENTS**

**Part One: Strategy Analysis**

- Chapter 1 What Is Strategy and Why Is It Important?
- Chapter 2 The Strategic Management Process
- Chapter 3 External Analysis: Industry Structure, Competitive Forces, and Strategic Groups
- Chapter 4 Internal Analysis: Resources, Capabilities, and Activities
- Chapter 5 Competitive Advantage and Firm Performance

**Part Two: Strategy Formulation**

- Chapter 6 Business Strategy: Differentiation, Cost Leadership, and Integration
- Chapter 7 Business Strategy: Innovation and Strategic Entrepreneurship
- Chapter 8 Corporate Strategy: Vertical Integration and Diversification
- Chapter 9 Corporate Strategy: Acquisitions, Alliances, and Networks
- Chapter 10 Global Strategy: Competing Around the World

**Part Three: Strategy Implementation**

- Chapter 11 Organizational Design: Structure, Culture, and Control
- Chapter 12 Corporate Governance, Business Ethics, and Strategic Leadership

**Part Four: MINICASES**

- MINICASE 1 Michael Phelps: Strategizing for Gold
- MINICASE 2 Strategy and Serendipity: A Billion-Dollar Bonanza
- MINICASE 3 The Home Depot’s Eco Options Boost Profit Margins
- MINICASE 4 Starbucks: Re-creating Its Uniqueness
- MINICASE 5 GE under Jack Welch vs. Jeffrey Immelt
- MINICASE 6 JetBlue: Losing the Magic Touch?
- MINICASE 7 Which Automotive Technology Will Win?
- MINICASE 8 Core Competencies: From Circuit City to CarMax
- MINICASE 9 P&G’s New Corporate Strategy: “ConnectDevelop”
- MINICASE 10 The Wonder from Sweden: Is IKEA’s Success Sustainable?
- MINICASE 11 Sony’s Silos Prevent Collaboration Across Divisions
- MINICASE 12 PepsiCo’s Indra Nooyi: “Performance with a Purpose”
even Robin Hood

- International, Global Strategy (IMD), Movie B, Teslas, Roger’s Chocolates, Geox, DeBeers, Lego, GE, Siemens, Infosys, Cemex, Cola Wars Continue, Cola Wars China, Embracer, UPS, Corp Gov

- Added Value for Instructors and Students - In a presentation that is comprehensive yet concise, rigorous yet relevant, the author includes classic and cutting-edge strategy material in a student-accessible format. By addressing what the research findings mean and why they are important for managers and by eliminating excess detail and outdated examples, the book helps students see the bigger strategic picture. In addition, a key aspect of the author’s vision is to provide value-added dimensions for both instructors and students, including:
  - Flexibility for instructors: The author has crafted the book to provide maximum teaching flexibility. Each chapter is sufficiently self-contained that it can be taught in any order. This flexibility supports teaching the content of the course in modules and other high-flex delivery approaches.
  - An enjoyable read for students: Filled with examples from companies today’s students know, the book conveys to students how exciting strategic management can be and prepares them for the realities of strategic management in the turbulent 21st century.
  - Rigorous, Relevant, and Balanced – A mix of classic and contemporary content: The book includes strategy material that has stood the test of time (e.g., the resource-based view, Porter’s five forces model), as well as up-to-date strategy material and current research (e.g., dynamic capabilities perspective, and the triple bottom line). The book also includes student-accessible coverage of strategic management research drawn from both academic journals and best-selling business books.

- “Under the magnifying glass” Sections - Each chapter contains a section that puts one specific theory or concept “under the magnifying glass.” Combining strategic management research with real-world observations, these sections critically evaluate if and how the theory or concept is linked to competitive advantage.

- Relevant Written to meet the needs of today’s students, the book prepares them for the dynamism they will face as managers in the 21st century. Strategic Management consistently:
  - Engages and interests Gen-Y students through use of up-to-date examples.
  - Brings theory to life through embedded examples within each framework and concept.
  - Includes topics from recent and current bestsellers, exposing students to topics that today’s managers talk about.

- Strategy Highlight Boxes These engaging boxes apply a specific concept to a specific company. Each box is:
  - Right-sized for maximum student appeal—long enough to contain valuable insights, yet short enough to encourage student reading.
  - Focused on companies that students know—Threadless, Sony, Starbucks, Nintendo, Toyota, Apple, GE, ExxonMobil, Pixar, GM, Walmart, W.L. Gore, USA Today, among others.

- A Global Context In addition to the stand-alone chapter on global strategy, examples throughout the book reflect the global nature of competition and the importance of emerging economies such as the BRIC countries. Drawing on the author’s cosmopolitan upbringing and education (educated, trained, and worked in four different countries), this strategy text clearly incorporates the new realities of strategic management in the turbulent 21st century.

- Additionally, a number of the examples relate to sustainable strategy with a focus on “green” products and strategic issues.

- Rich and Relevant End-of-Chapter questions, exercises, and projects allow instructors to enhance the course by applying chapter concepts in a variety of settings.

- Chapter summaries link key chapter content to the chapter’s learning objectives. End-of-chapter materials also include a list of key terms introduced in the chapter.

- Discussion Questions offer broad scope for classroom settings and uses.

- Social/Ethical Issues and questions enliven class discussion.

- Small Group Exercises allow for different pedagogical approaches and offer opportunities to break up long class periods or promote group work outside of class. All end-of-chapter features have been beta-tested in various classroom settings and different levels (undergraduate, MBA, and executive MBA).

- Strategy Term Project breaks a long-term project into a series of focused, targeted tasks. Requires data collection and analysis, using the tools and concepts from each chapter. Provides an extended, “hands-on” project, ideal for use by individual students or small groups. Fulfills the AACSB requirement for an integrative management exercise.

- myStrategy Boxes apply strategy concepts to students’ lives. Show students how to internalize strategy as they plan or enhance their careers. These boxes will have strong appeal to ADM instructors who identify Careers (CARS) as one of their interests.

- Setting a “Gold Standard” for High-Quality Cases - Three Types of Cases—ChapterCases, MiniCases, and Cases—inform, instruct, and inspire students and meet varying classroom needs:
  - ChapterCases (all written by the author) frame the chapter topic and content and focus on companies and industries of interest to students, such as Google, Microsoft, Teach for America, GE, Whole Foods, Wikipedia, Facebook, Hollywood movies, and Zappos. “Consider This...” sections near the end of the chapter use additional information, plus concepts and information from the chapter, to extend and complete the ChapterCase example. Questions in the “Consider This...” section are good jumping-off points for class discussion.
  - Twelve original, Author-Written MiniCases provide a decision scenario that a company’s manager might face.
    - Include discussion questions and are linked to specific chapters.
    - Are short enough to be assigned as add-ons to chapters as individual assignments or group work and can also be used for discussion.
  - 30 Full-Length Cases Half of the book’s Cases were written or co-written by the author specifically for use with the book, ensuring that chapter content and cases are closely interconnected. The full-length Cases:
    - Are preceded by “How to Conduct a Case Analysis,” including a full set of financial ratios.
    - Can be used for longer, more in-depth class discussion, case analysis, or term case papers.
    - Are accompanied by a full set of Case Teaching Notes, written by Professor Mame L. Arthaud-Day, Ph.D. of Kansas State University in collaboration with Frank T. Rothaermel. Cases are also accompanied by high-quality videos.
  - Cases are available in the Cases & Concepts version of the book, or through McGraw-Hill’s custom-publishing Create™ program.

**CONTENTS**

**Part One: Strategy Analysis**
- Chapter 1 What Is Strategy and Why Is It Important?
- Chapter 2 The Strategic Management Process
- Chapter 3 External Analysis: Industry Structure, Competitive Forces, and Strategic Groups
- Chapter 4 Internal Analysis: Resources, Capabilities, and Activities
- Chapter 5 Competitive Advantage and Firm Performance

**Part Two: Strategy Formulation**
- Chapter 6 Business Strategy: Differentiation, Cost Leadership, and Integration
- Chapter 7 Business Strategy: Innovation and Strategic Entrepreneurship
- Chapter 8 Corporate Strategy: Vertical Integration and Diversification
- Chapter 9 Corporate Strategy: Acquisitions, Alliances, and Networks
- Chapter 10 Global Strategy: Competing Around the World

**Part Three: Strategy Implementation**
- Chapter 11 Organizational Design: Structure, Culture, and Control
- Chapter 12 Corporate Governance, Business Ethics, and Strategic Leadership
Management

Part Four: MINICASES
MINICASE 1 Michael Phelps: Strategizing for Gold
MINICASE 2 Strategy and Serendipity: A Billion-Dollar Bonanza
MINICASE 3 The Home Depot’s Eco Options Boost Profit Margins
MINICASE 4 Starbucks: Re-creating Its Uniqueness
MINICASE 5 GE under Jack Welch vs. Jeffrey Immelt
MINICASE 6 JetBlue: Losing the Magic Touch?
MINICASE 7 Which Automotive Technology Will Win?
MINICASE 8 Core Competencies: From Circuit City to CarMax
MINICASE 9 P&G’s New Corporate Strategy: “Connect & Develop”
MINICASE 10 The Wonder from Sweden: Is IKEA’s Success Sustainable?
MINICASE 11 Sony’s Silos Prevent Collaboration Across Divisions
MINICASE 12 PepsiCo’s Indra Nooyi: “Performance with a Purpose”
MINICASE 13 UPS in India: A Package Deal?
MINICASE 14 Bank of America and the New Financial Landscape
MINICASE 15 Best Buy after Circuit City: What’s Next?
MINICASE 16 IBM and the Emerging Cloud-Computing Industry
MINICASE 17 Merck: Open for Innovation?
MINICASE 18 Lego Group: An Outsourcing Journey
MINICASE 19 healthymagination at GE
MINICASE 20 Siemens Energy: How to Engineer a Green Future?
MINICASE 21 Infosys Consulting in the U.S.: What to Do Now?
MINICASE 22 Cemex: The Southdown Offer
MINICASE 23 Cola Wars in China: The Future Is Here
MINICASE 24 Cola Wars in Russia: The Future Is Here
MINICASE 25 GE under Jack Welch vs. Jeffrey Immelt
MINICASE 26 UPS in India: A Package Deal?
MINICASE 27 Siemens Energy: How to Engineer a Green Future?
MINICASE 28 Corporate Governance in Three Economies: Germany, Japan, and the United States
MINICASE 29 United Technologies Corporation: Running a Global Ethics and Compliance Program
MINICASE 30 Byte into an Apple
MINICASE 31 Infosys Consulting in the U.S.: What to Do Now?
MINICASE 32 Tesla Motors and the U.S. Auto Industry (A)
MINICASE 33 Tesla Motors and the U.S. Auto Industry (B)
MINICASE 34 Merck: Open for Innovation?
MINICASE 35 IBM and the Emerging Cloud-Computing Industry
MINICASE 36 UPS in India: A Package Deal?
MINICASE 37 Siemens Energy: How to Engineer a Green Future?
MINICASE 38 Corporate Governance in Three Economies: Germany, Japan, and the United States
MINICASE 39 United Technologies Corporation: Running a Global Ethics and Compliance Program
MINICASE 40 Byte into an Apple

MINICASES
MINICASE 1 Michael Phelps: Strategizing for Gold
MINICASE 2 Strategy and Serendipity: A Billion-Dollar Bonanza
MINICASE 3 The Home Depot’s Eco Options Boost Profit Margins
MINICASE 4 Starbucks: Re-creating Its Uniqueness
MINICASE 5 GE under Jack Welch vs. Jeffrey Immelt
MINICASE 6 JetBlue: Losing the Magic Touch?
MINICASE 7 Which Automotive Technology Will Win?
MINICASE 8 Core Competencies: From Circuit City to CarMax
MINICASE 9 P&G’s New Corporate Strategy: “Connect & Develop”
MINICASE 10 The Wonder from Sweden: Is IKEA’s Success Sustainable?
MINICASE 11 Sony’s Silos Prevent Collaboration Across Divisions
MINICASE 12 PepsiCo’s Indra Nooyi: “Performance with a Purpose”
MINICASE 13 UPS in India: A Package Deal?
MINICASE 14 Bank of America and the New Financial Landscape
MINICASE 15 Best Buy after Circuit City: What’s Next?
MINICASE 16 IBM and the Emerging Cloud-Computing Industry
MINICASE 17 Merck: Open for Innovation?
MINICASE 18 Lego Group: An Outsourcing Journey
MINICASE 19 healthymagination at GE
MINICASE 20 Siemens Energy: How to Engineer a Green Future?
MINICASE 21 Infosys Consulting in the U.S.: What to Do Now?
MINICASE 22 Cemex: The Southdown Offer
MINICASE 23 Cola Wars in China: The Future Is Here
MINICASE 24 Cola Wars in Russia: The Future Is Here
MINICASE 25 GE under Jack Welch vs. Jeffrey Immelt
MINICASE 26 UPS in India: A Package Deal?
MINICASE 27 Siemens Energy: How to Engineer a Green Future?
MINICASE 28 Corporate Governance in Three Economies: Germany, Japan, and the United States
MINICASE 29 United Technologies Corporation: Running a Global Ethics and Compliance Program
MINICASE 30 Byte into an Apple
MINICASE 31 Infosys Consulting in the U.S.: What to Do Now?
MINICASE 32 Tesla Motors and the U.S. Auto Industry (A)
MINICASE 33 Tesla Motors and the U.S. Auto Industry (B)
MINICASE 34 Merck: Open for Innovation?
MINICASE 35 IBM and the Emerging Cloud-Computing Industry
MINICASE 36 UPS in India: A Package Deal?
MINICASE 37 Siemens Energy: How to Engineer a Green Future?
MINICASE 38 Corporate Governance in Three Economies: Germany, Japan, and the United States
MINICASE 39 United Technologies Corporation: Running a Global Ethics and Compliance Program
MINICASE 40 Byte into an Apple

NEW TO THIS EDITION
- Connect Management® - This text is now supported by Connect®, McGraw-Hill’s web-based assignment and assessment platform that connects you and your students to the coursework. In addition to quizzes, Connect® allows instructors to assign auto-graded Interactive Application exercises per chapter that drill students in the use of application of concepts and tools of strategic analysis and they receive immediate feedback. Ask your McGraw-Hill rep for a demo today. Half of all cases are supported by special case exercises that call upon students to think strategically and complete a strategic analysis to arrive at pragmatic, analysis-based action recommendations for improving company performance. Additionally, Financial ratio analysis exercises are provided.
- New Co-Author Gerry McNamara of Michigan State University - Gerry has an outstanding record as a strategy scholar—and his writing style is consistent with that of the other authors on this book. Gerry lends great insight, and new perspectives to the development of this new Sixth Edition.
- New Learning from Mistakes – All of the 12 opening Learning from Mistakes are totally new for this edition. Unique to this text, these vignettes are all examples of what can go wrong, and they serve as an excellent vehicle for clarifying and reinforcing strategy concepts. After all, what can be learned if one simply admires perfection?
- New Strategy Spotlights (sidebar examples) – more than 50% of all Strategy Spotlight examples are brand new, and many others have been thoroughly updated. With 103 Spotlights—this text provides by far the most sidebar examples in the strategy market. We are still able to conserve space because we focus on bringing the most important strategy concepts to life in a concise and highly readable manner.

New to this edition, students receive immediate feedback. Ask your McGraw-Hill rep for a demo today. Half of all cases are supported by special case exercises that call upon students to think strategically and complete a strategic analysis to arrive at pragmatic, analysis-based action recommendations for improving company performance. Additionally, Financial ratio analysis exercises are provided.

NEW TO THIS EDITION
- Connect Management® - This text is now supported by Connect®, McGraw-Hill’s web-based assignment and assessment platform that connects you and your students to the coursework. In addition to quizzes, Connect® allows instructors to assign auto-graded Interactive Application exercises per chapter that drill students in the use of application of concepts and tools of strategic analysis and they receive immediate feedback. Ask your McGraw-Hill rep for a demo today. Half of all cases are supported by special case exercises that call upon students to think strategically and complete a strategic analysis to arrive at pragmatic, analysis-based action recommendations for improving company performance. Additionally, Financial ratio analysis exercises are provided.
- New Co-Author Gerry McNamara of Michigan State University - Gerry has an outstanding record as a strategy scholar—and his writing style is consistent with that of the other authors on this book. Gerry lends great insight, and new perspectives to the development of this new Sixth Edition.
- New Learning from Mistakes – All of the 12 opening Learning from Mistakes are totally new for this edition. Unique to this text, these vignettes are all examples of what can go wrong, and they serve as an excellent vehicle for clarifying and reinforcing strategy concepts. After all, what can be learned if one simply admires perfection?
- New Strategy Spotlights (sidebar examples) – more than 50% of all Strategy Spotlight examples are brand new, and many others have been thoroughly updated. With 103 Spotlights—this text provides by far the most sidebar examples in the strategy market. We are still able to conserve space because we focus on bringing the most important strategy concepts to life in a concise and highly readable manner. We work hard to eliminate unnecessary detail that detracts from the main point we are trying to make.
- New increased focus on ethics, environmental sustainability, and crowdsourcing – Delivered via Strategy Spotlights, Strategic Management now emphasizes these issues that are critical in today’s leading-edge organizations more clearly. 10 “Spotlights” on ethics include such issues as the role of nongovernmental organizations (NGOs) as an important stakeholder group (Ch. 1) and why Warren Buffett felt that his purchase of Berkshire Hathaway was a $200 billion blunder (Ch. 6). Also included are 10 “Spotlights” on environmental sustainability, such as Timberland’s detoxification initiative as a means to create an efficient supply chain (Ch. 3) and why Shell’s innovative gasoline product worked in Thailand—but failed miserably in Holland.

Invitation to Publish
McGraw-Hill is interested to review your textbook proposals for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com.
(Ch. 7). Finally, there are 8 “Spotlights” on crowdsourcing. These include topics such as how Goldcorp used crowdsourcing to strike gold (literally) (Ch. 1) and how IBM’s “Innovation Jam” helped it create new products and services (Ch. 12).

- New Exhibits – New exhibits have been added in the text and many have been revised and updated. This, along with the two four-color pictures in each chapter, aids learning and improves visual appeal. To further enhance readability and impact, the authors have worked hard to write short paragraphs and provide many indented examples throughout the book.

- Updated Contemporary Management Topics – This edition has been thoroughly updated to reflect the latest management thought and research. Contemporary topics such as intellectual assets, entrepreneurship, innovation, knowledge management, Internet strategies, crowdsourcing, environmental sustainability, businesses’ use of blogs and social networking sites, why old technologies don’t simply “fade away,” how anti-takeover measures may benefit stakeholders other than management, taking advantage of arbitrage opportunities, the sustainability of competitive advantages updated, the cycle of actions and responses when a new player enters a competitive marketplace, governance issues such as principal–principal conflicts, reverse innovation, integrative thinking developed in Roger Martin’s book, The Opposable Mind, Christensen’s work on innovation—how to manage different types of innovative activity, and so on are combined with solid treatment of traditional topics.

- CREATE, our NEW Custom Textbook Option

CONTENTS

Text

Part One: Strategic Analysis
Chapter 1: Strategic Management: Creating Competitive Advantages
Chapter 2: Analyzing the External Environment of the Firm
Chapter 3: Assessing the Internal Environment of the Firm
Chapter 4: Recognizing a Firm’s Intellectual Assets: Moving beyond a Firm’s Tangible Resources

Part Two: Strategic Formulation
Chapter 5: Business-Level Strategy: Creating and Sustaining Competitive Advantages
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
Chapter 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

Part Four: Case Analysis
Chapter 13: Analyzing Strategic Management Cases

NEW TO THIS EDITION

- Connect Management® - This text is now supported by Connect®, McGraw-Hill’s web-based assignment and assessment platform that connects you and your students to the coursework. In addition to quizzes, Connect® allows instructors to assign auto-graded Interactive Application exercises per chapter that drill students in the use of application of concepts and tools of strategic analysis and they receive immediate feedback. Ask your McGraw-Hill rep for a demo today. Half of all cases are supported by special case exercises that call upon students to think strategically and complete a strategic analysis to arrive at pragmatic, analysis-based action recommendations for improving company performance. Additionally, Financial ratio analysis exercises are provided.

- New Co-Author Gerry McNamara of Michigan State University
- Gerry has an outstanding record as a strategy scholar—and his writing style is consistent with that of the other authors on this book. Gerry lends great insight, and new perspectives to the development of this new Sixth Edition.

- New Learning from Mistakes – All of the 12 opening Learning from Mistakes are totally new for this edition. Unique to this text, these vignettes are all examples of what can go wrong, and they serve as an excellent vehicle for clarifying and reinforcing strategy concepts. After all, what can be learned if one simply admires perfection!

- New Strategy Spotlights (sidebar examples) – more than 50% of all Strategy Spotlight examples are brand new, and many others have been thoroughly updated. With 103 Spotlights—this text provides by far the most sidebar examples in the strategy market. We are still able to conserve space because we focus on bringing the most important strategy concepts to life in a concise and highly readable manner. We work hard to eliminate unnecessary detail that detracts from the main point we are trying to make.
New increased focus on ethics, environmental sustainability, and crowdsourcing – Delivered via Strategy Spotlights, Strategic Management now emphasizes these issues that are critical in today’s leading-edge organizations more clearly. 10 “Spotlights” on ethics include such issues as the role of nongovernmental organizations (NGOs) as an important stakeholder group (Ch. 1) and why Warren Buffet felt that his purchase of Berkshire Hathaway was a $200 billion blunder (Ch. 6). Also included are 10 “Spotlights” on environmental sustainability, such as Timberland’s detoxification initiative as a means to create an efficient supply chain (Ch. 3) and why Shell’s innovative gasoline product worked in Thailand—but failed miserably in Holland (Ch. 7). Finally, there are 8 “Spotlights” on crowdsourcing. These include topics such as how Goldcorp used crowdsourcing to strike gold (literally!) (Ch. 1) and how IBM’s “Innovation Jam” helped it create new products and services (Ch. 12).

New Exhibits – New exhibits have been added in the text and many have been revised and updated. This, along with the two four-color pictures in each chapter, aids learning and improves visual appeal. To further enhance readability and impact, the authors have worked hard to write short paragraphs and provide many indented examples throughout the book.

Updated Contemporary Management Topics – This edition has been thoroughly updated to reflect the latest management thought and research. Contemporary topics such as intellectual assets, entrepreneurship, innovation, knowledge management, Internet strategies, crowdsourcing, environmental sustainability, businesses’ use of blogs and social networking sites, why old technologies don’t simply “fade away,” how anti-takeover measures may benefit stakeholders other than management, taking advantage of arbitrage opportunities, the sustainability of competitive advantages updated, the cycle of actions and responses when a new player enters a competitive marketplace, governance issues such as principal-principal conflicts, reverse innovation, integrative thinking developed in Roger Martin’s book, The Opposable Mind, Christensen’s work on innovation—how to manage different types of innovative activity, and so on are combined with solid treatment of traditional topics.

Updated Case Lineup – This edition provides 4 new cases and 27 cases have been updated significantly to “maximize freshness” and minimize instructor preparation time. In the Sixth Edition, about half of the 36 cases are author-written cases. Many of the favorite cases from the Fifth Edition have been updated such as Southwest, JetBlue, General Motors, Ford, Apple, eBay, and many others to further engage students. New cases for this edition include well known companies such as Yahoo!, the movie exhibition industry, Geely Automotive, and microfinance banks.

CREATE, our NEW Custom Textbook Option

Craft your teaching resources to match the way you teach! With McGraw-Hill Create, www.mcgrawhillcreate.com/dess, you can easily rearrange chapters, combine material from other content sources, and quickly upload content you have written like your course syllabus or teaching notes. Find the content you need in Create by searching through thousands of leading McGraw-Hill textbooks. Arrange your book to fit your teaching style. Create even allows you to personalize your book’s appearance by selecting the cover and adding your name, school, and course information. Order a Create book and you’ll receive a complimentary print review copy in 3–5 business days or a complimentary electronic review copy (eComp) via email in about one hour. Go to www.mcgrawhillcreate.com and register. Experience how McGraw-Hill Create empowers you to teach your students your way.

Tegrity Campus - is a service that makes class time available all the time by automatically capturing every lecture in a searchable format for students to review when they study and complete assignments. With a simple one-click start and stop process, you capture all computer screens and corresponding audio. Students replay any part of any class with easy-to-use browser-based viewing on a PC or Mac.
Management

GLOBAL EDITION

NEW

CRAFTING & EXECUTING STRATEGY: THE QUEST FOR COMPETITIVE ADVANTAGE
Concepts and Cases, 18th Edition

By Arthur A. Jr Thompson, University of Alabama-Tuscaloosa, John E Gamble, University of South Alabama-Mobile, A J Strickland III, University of Alabama-Tuscaloosa and Margaret Peteraf, Dartmouth College

2012 (February 2011) / 1184 pages
ISBN: 97800778112720

The 18th edition of Crafting and Executing Strategy represents one of our most important and thoroughgoing revisions ever. The newest member of the author team, Margie Peteraf, led a thorough re-examination of every paragraph on every page of the 17th edition chapters. The overriding objectives were to inject new perspectives and the best academic thinking, strengthen linkages to the latest research findings, modify the coverage and exposition as needed to ensure squarely on-target content, and give every chapter a major facelift. While this 18th edition retains the same 12-chapter structure of the prior edition, every chapter has been totally refreshed. And 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, this edition provides an unparalleled case line up of 28 cases. (1) 25 of the 28 cases are brand new or extensively updated for 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

❖ Thorough update by new co-author Margie Peteraf, Dartmouth College – Margie has led a thorough re-examination of every paragraph on every page of the 17th edition chapters. The overriding objectives were to inject new perspectives and the best academic thinking, strengthen linkages to the latest research findings, modify the coverage and exposition as needed to ensure squarely on-target content, and give every chapter a major facelift.

❖ ConnectManagement™ – This text is now supported by Connect™, McGraw-Hill’s web-based assignment and assessment platform that connects you and your students to the coursework. Connect allows instructors to assign auto-graded chapter-end illustration Capsule Mini Cases and selected cases, thereby enabling you to easily assess the learning that has occurred. Students apply what they have learnt and receive immediate feedback. Ask your McGraw-Hill rep for a demo today.

❖ Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy – The coverage of these topics have been embellished in order to (1) alerting students to the role and importance of ethical and socially responsible decision-making and (2) addressing the accreditation requirements of the AACSB International that business ethics be visibly and thoroughly embedded in the core curriculum.

❖ Expanded coverage of a company’s macro-environment – Our extended coverage of a company’s macro-environment enables students to conduct what we call Pestel Analysis of Political, Economic, Social, Technological, Environmental, and Legal factors. (Ch. 3)

❖ New and updated coverage of expanding a company’s geographic scope – Expanded coverage on Porter’s Diamond of National Advantage, the choice between multidomestic, global, and transnational strategies, profit sanctuaries and cross-border strategic moves, and the quest for competitive advantage via sharing, transferring, or accessing valuable resources and capabilities across national borders are provided in Chapter 7.

❖ Extensive Case Update: The case collection in the 18th edition is truly top-notch from the standpoints of student appeal, being eminently teachable, and suitability for drilling students in the use of the concepts and analytical treatments in Chapters 1 through 12. The 28 cases included in this edition, 25 are brand new or extensively revised, are the very latest, the best, and the most on-target that the authors could find. The ample information about the cases in the instructor’s Manual makes it effortless to select a set of cases each term that will capture the interest of students from start to finish.

❖ Upoallered 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 fifth 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: 6 cases are dealing with the strategic problems of family-owned or relatively small entrepreneurial businesses. 20 cases involving public companies about which students can do further research on the Internet. Scattered throughout the lineup are 8 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 11 cases 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 16 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.

❖ Author written cases: 15 of the 26 cases have been crafted by Art Thompson and/or John Gamble.

❖ ConnectTM: Connect contains case exercises for 7 cases that allow students to work on case analysis that’s automatically graded.

❖ CREATE, our NEW Custom Textbook Option

CONTENTS

Part I: Concepts and Techniques for Crafting and Executing Strategy

Section A: Introduction and Overview

Chapter 1: What is Strategy and Why is it Important?

Chapter 2: Leading the Process of Crafting and Executing Strategy

Section B: Core Concepts and Analytical Tools

Chapter 3: Evaluating a Company’s External Environment

Chapter 4: Evaluating a Company’s Resources and Competitive Position

Section C: Crafting a Strategy

Chapter 5: Five Generic Competitive Strategies—Which One to Employ?

Chapter 6: Supplementing the Chosen Competitive Strategy: Other Important Strategy Choices

Chapter 7: Strategies for Competing in Foreign Markets

Chapter 8: Diversification: Strategies for Managing a Group of Businesses

Chapter 9: Ethical Business Strategies, Social Responsibility, and Environmental Sustainability

Section D: Executing the Strategy

Chapter 10: Building an Organization Capable of Good Strategy Execution

Chapter 11: Managing Internal Operations: Actions That Promote
Good Strategy Execution
Chapter 12: Corporate Culture and Leadership: Keys to Good Strategy Execution
Part II: Cases
Mystic Monk Coffee
Whole Foods Market in 2010
O-fold
Competition in the Warehouse Club Industry
Competition in Energy Drinks, Sports, and Vitamin-Enhanced Beverages
Netflix
Redbox
Cash Connection
Blue Nile in 2010
Apple in 2010
Gap Inc. in 2010
Google in 2010
SkyWest, Inc. in 2009
Silver Ships: Its Strategy in the Military and Workboat Industry
Skype’s Spin Off from eBay: Is it Ready for an IPO?
Sara Lee in 2010: Has Its Retrenchment Strategy Benefited Shareholders?
Smuckers in 2010: Expanding the Business Lineup
Robin Hood
Dilemma at Devil’s Den
Southwest Airlines in 2010
Neamaste Solar
Herman Miller
Starbucks in 2010
Norton Lilly: Implementing Transformational Change in the Shipping Industry
The Good Hotel
W.L. Gore and Associates
Rhino Capture in South Africa
Countywide Financial and the Subprime Mortgage Debacle

NEW TO THIS EDITION

- Thorough update by new co-author Margie Peteraf, Dartmouth College – Margie has led a thorough re-examination of every paragraph on every page of the 17th edition chapters. The overriding objectives were to inject new perspectives and the best academic thinking, strengthen linkages to the latest research findings, modify the coverage and exposition as needed to ensure squarely on-target content, and give every chapter a major facelift. While this 18th edition retains the same 12-chapter structure of the prior edition, every chapter has been totally refreshed. And the chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. An attractive collection of 20 relevant, readable, and recent readings that amplify important topics in managing a company’s strategy-making, strategy-executing process is included in this Concepts and Readings version to provide students with a taste of the literature of strategic management before tackling cases or simulation projects.

- Connect Management™ – This text is now supported by ConnectTM, McGraw-Hill’s web-based assignment and assessment platform that connects you and your students to the coursework. Connect allows instructors to assign auto-graded Illustration Capsule Mini Cases and selected cases, thereby enabling you to easily assess the learning that has occurred. Students apply what they have learnt and receive immediate feedback. Ask your McGraw-Hill rep for a demo today.

- Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy – The coverage of these topics have been embellished in order to (1) alerting students to the role and importance of ethical and socially responsible decision-making and (2) addressing the accreditation requirements of the AACSB International that business ethics be visibly and thoroughly embedded in the core curriculum.

- Expanded coverage of a company’s macro-environment – Our extended coverage of a company’s macro-environment enables students to conduct what some call Pestel Analysis of Political, Economic, Social, Technological, Environmental, and Legal factors. (Ch. 3)

- New and updated coverage of expanding a company’s geographic scope – Expanded coverage on Porter’s Diamond of National Advantage, the choice between multidomestic, global, and transnational strategies, profit sanctuaries and cross-border strategic moves, and the quest for competitive advantage via sharing, transferring, or accessing valuable resources and capabilities across national borders.
are provided in Chapter 7.

- Updated Selection of Readings: In selecting a set of readings to accompany the chapter presentations, the authors opted for articles that (1) had been recently published (most appeared in the 2009-2010 period), (2) extended the chapter coverage and expanded on a topic of strategic importance, and (3) were both quite readable and relatively short. The 20 readings were chosen from recent issues of the Academy of Management Perspectives, McKinsey Quarterly, MIT Sloan Management Review, Business Strategy Review, Business Horizons, Harvard Business Review, Long Range Planning, Journal of Business Strategy, Ivey Business Journal, Strategy & Leadership, Strategic Change, and IESE Insight.

- CREATE, our NEW Custom Textbook Option

CONTENTS

Part I: Concepts and Techniques for Crafting and Executing Strategy

Section A: Introduction and Overview

Chapter 1: What Is Strategy and Why Is It Important?
Chapter 2: Leading the Process of Crafting and Executing Strategy

Section B: Core Concepts and Analytical Tools

Chapter 3: Evaluating a Company’s External Environment
Chapter 4: Evaluating a Company’s Resources and Competitive Position

Section C: Crafting a Strategy

Chapter 5: Five Generic Competitive Strategies—Which One to Employ?
Chapter 6: Supplementing the Chosen Competitive Strategy: Other Important Strategy Choices

Chapter 7: Strategies for Competing in Foreign Markets

Chapter 8: Diversification: Strategies for Managing a Group of Businesses

Chapter 9: Ethical Business Strategies, Social Responsibility, and Environmental Sustainability

Section D: Executing the Strategy

Chapter 10: Building an Organization Capable of Good Strategy Execution
Chapter 11: Managing Internal Operations: Actions That Promote Good Strategy Execution
Chapter 12: Corporate Culture and Leadership: Keys to Good Strategy Execution

Part II: Readings

Business Models, Business Strategy, and Innovation
The Power of Vision: Statements That Resonate
Finding Your Strategy in the New Landscape
Getting into Your Competitor’s Head
Operational Capabilities: Hidden in Plain View
Orchestrating the New Dynamic Capabilities
Low-Cost Strategy through Product Architecture: Lessons from China
Innovation Strategies Combined
Managing Strategic Alliances: What Do We Know Now, and Where Do We Go from Here?

How Emerging Giants Are Rewriting the Rules of M&A
The American Model of the Multinational Firm and the “New” Multinationals from Emerging Economies

Core Competencies for Diversifying: Case Study of a Small Business

Globalfocusing: Corporate Strategies under Pressure
Making the Most of Corporate Social Responsibility
Business as Environmental Steward: The Growth of Greening
Recurring Failures in Corporate Governance: A Global Disease?
Creative Execution

Only the Right People Are Strategic Assets of the Firm
Six Sigma at Your Service

The Story Is the Message: Shaping Corporate Culture

INTERNATIONAL EDITION

ESSENTIALS OF STRATEGIC MANAGEMENT

The Quest for Competitive Advantage, 2nd Edition

By John E. Gamble, University of South Alabama-Mobile and Arthur A. Thompson, University of Alabama-Tuscaloosa

2011 (January 2010) / 592 pages
ISBN: 9780078137143
ISBN: 9780071220811 [IE]

www.mhhe.com/gamble2e

Essentials of Strategic Management responds head-on to the growing requests by business faculty for a concisely-written strategic management text that’s robust and theory-driven-and supported with a compelling collection of cases. This text was written with four objectives in mind: 1) Although relatively brief in length, the text provides students with an up-to-date and thorough understanding of essential strategic management concepts and analytic tools; 2) It simplifies the task of demonstrating student learning through course embedded assessment; 3) The concepts are supported by contemporary, well-written cases involving headline strategic issues; and lastly, 4) The text serves as the theoretical foundation of a teaching approach incorporating a business strategy simulation.

CONTENTS

PART ONE: Strategy, Corporate Entrepreneurship, and Leadership

1. Strategy and the Quest for Competitive Advantage
2. Leadership and the Strategic Management Process
3. Evaluating a Company’s External Environment

PART TWO: Factors Shaping Strategic Choices

4. Internal Situation Analysis: Evaluating a Company’s Resources, Cost Position, and Competitive Strength
5. The Five Generic Competitive Strategies

PART THREE: Executing the Strategy

6. Supplementing the Chosen Competitive Strategy—Other Important Business Strategy Choices
7. Strategies for Competing in International Markets

PART FOUR: Beyond Competitive Strategy

8. Strategies for Multibusiness Corporations
9. Ethical Business Strategies, Corporate Social Responsibility, and Environmental Sustainability
10. Superior Strategy Execution—Another Path to Competitive Advantage

PART FIVE: Cases in Strategic Management

1. Mystic Monk Coffee
2. Whole Foods Market in 2008: Vision, Core Values, and Strategy
5. Dell Inc. in 2008: Can It Overtake Hewlett-Packard as the Worldwide Leader in Personal Computers?
6. Apple Inc. in 2009
7. Nintendo’s Strategy in 2009: The Ongoing Battle with Microsoft and Sony
8. Google’s Strategy in 2009 380
11. Adidas in 2009: Has Corporate Restructuring Increased Shareholder Value?

Section C: Implementing and Executing Strategy

12. Robin Hood
13. Wal-Mart Stores Inc. in 2008: Management’s Initiative to Transform the Company and Curtail Wal-Mart Bashing

Section D: Business Ethics and Social Responsibility

15. Countrywide Financial Corporation and the Subprime Mortgage Debacle
MANAGEMENT STRATEGY
Achieving Sustained Competitive Advantage, 2nd Edition
By Alfred Marcus
2011 (December 2009) / 256 pages
ISBN: 978071289412 [IE]
www.mhhe.com/marcus2e

Management Strategy: Achieving Sustained Competitive Advantage, 2e, by Alfred Marcus, is a brief, focused paperback text, allowing ample time for the instructor to incorporate other materials commonly used in this course, such as cases, readings, and/or simulations. The text focuses on how making winning moves depends on finding profitable patterns that repeatedly meet customer demands for solutions. Whereas many strategy books have lost sight of the purpose of strategy and fail to show how decisions actually affect business performance and, ultimately, outcomes, Management Strategy focuses on the types of analyses and strategic moves required, given the industry, environment, and a company’s internal resources. In eight chapters, this textbook builds upon the analysis process and demonstrates how strategy impacts an organization’s position in comparison to its competitors, both in terms of the cost and quality of its products and the scope of businesses in which it is involved (vertical and horizontal integration), as well as its global versus domestic reach. The outcomes that come from analyzing an organization also determine the extent to which the organization will strive to be an innovator as opposed to being a follower.

CONTENTS
Part One: Managing Strategically
1. Strategy Basics
2. External Analysis
3. Internal Analysis
Part Two: Making Moves
4. Timing and Positioning
5. Mergers, Acquisitions, and Divestitures
6. Globalization
7. Innovation and Entrepreneurship
Part Three: Repositioning
8. Continuous Reinvention
9. Implementation
Glossary
Index

STRATEGIC MANAGEMENT
12th Edition
By John Pearce, Villanova University and Richard Robinson, University of South Carolina
2011 (January 2010) / 512 pages
ISBN: 9780078137167
ISBN: 9780071289504 [IE]
www.mhhe.com/pearce12e

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, 12e. 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 longterm adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. The 12th edition offers 30 cases with a mixture of small and large firms; start-ups and industry leaders; global and domestically focused companies; and service, retail, manufacturing, technology, and diversified activities. 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.

CONTENTS
Part One: Introduction to Strategy
1- Introduction to Strategy
2- Systems Model and Strategy Map
Part 1 - Strategic Analysis
3- The Microeconomics of Strategy
4- The Macroeconomics of Strategy
5- Competitive Strategy: The Analysis of Strategic Position
6- Competitive Strategy: The Analysis of Strategic Capability
7- The Competitive Environment
8- Corporate Strategy: Adding Value in Multi-Business Firms
9- Global Strategies and International Advantage
Part 2 - Strategic Implementation
10- Organizational Models and Approaches to Strategy
11- Risk, Uncertainty and Strategy
12- Strategic Decision Making: Process Analysis
13- Strategic Decision Making: Managing Strategic Change
14- Strategy as Knowledge: Innovation and Learning
Part 3 - Strategic Performance
15- Strategy and Corporate Governance
16- Analyzing and Measuring Strategic Performance
Long Case Section
GAME EMBEDDED STRATEGY
Signalling and Management Type
By Patrick A McNutt
2010 (February 2010) / 176 pages
ISBN: 978007277670
An Asian Publication

The purpose of this short book is to provide a framework for analyzing business strategy. The principal focus is on the signalling of management type in the market. It is not a book on game theory per se nor is it a book on the macroeconomics of firm behaviour; it is a booklet on strategy that draws upon basic arguments in both game theory and the economics of strategy and distills those arguments into a cohesive setting called Framework Tn = 3. Using case materials and real time examples the emphasis is on management type, technology and time - the three supporting pillars of game embedded strategy, GEMS. Interdependence has become a key parameter in determining a company’s market share and profitability today. A key feature of a market is that it evolves over time as a market system and that it involves both anonymous and known competitors, opponents with future interaction. Game embedded strategy depends upon the game and the context in which the game is played. The context in which the game is played depends on technology and innovation in a product or service market; the context also depends on management type and the preferences that guide their action. Their action is a signal and their behaviour is observed and captured by a critical time line. In Framework Tn = 3 observed learning is important in the sense that management observe the actions as signals, but rather than update any prior beliefs about the action, management account for the signal and think that the competitor is likely to act if they want the competitor to act and think that the competitor is less likely to react if their action signals ambiguity that they will act, having being observed in the past as keeping to type.

CONTENTS
1. Strategic Reasoning
2. Game Embedded Strategy
3. Baumol Hypothesis
4. Marris Hypothesis
5. Cost Technology
6. Players and Vertical Blending
7. Dark Strategy
8. Homo Ludens
9. Market-as-a-Game
10. Market Systems

MANAGEMENT STRATEGIES AND SKILLS
By Judith Dwyer and Nicole Hopwood
2009 (October 2009)
ISBN: 9780071288927
McGraw-Hill Australia Title

The first edition of Management Strategies and Skills covers the Frontline Management & Business Management qualifications as taught in the new Business Services Training Package BSB07. Written in a clear and structured format, the text includes a review questions section which covers the relevant learning objectives, a skills checklist at the end of each chapter and useful weblinks. In addition, key terms are accompanied with margin definitions, illustrations and tables. It also comes with both instructor and student supplements, featuring PowerPoints, TextBanks and an Instructors Resource Manual. Management Strategies and Skills is the first of its kind in the market and caters to those studying VET as well as university students wishing to further enhance their learning.

CONTENTS
Part 1 Management Principles
1. Foundations of Management
Part 2 Management of Self
2. Managerial Communication and Interpersonal Skills
3. Managing Personal Work Priorities and Professional Development
Part 3 Management of People
4. Manage Effective Workplace Relationships
5. Manage Diversity in the Workforce
6. Assign Duties and Appraise Performance
7. Manage for Team Effectiveness
Part 4 Management of Operations
8. Develop, Manage and Implement Operational Plans
9. Manage and Monitor Customer Service Against Standards
10. Manage Change
11. Manage Quality and Continual Improvement
12. Problem Solving and Decision Making
Part 5 Management of the Organisation
13. The Power of Leadership
14. Significance of Strategic Management
15. Human Resource Management
16. Staff Recruitment, Selection, Induction and Termination
17. Manage and Promote a Safe and Healthy Workplace
18. Managing Knowledge and Team Development in a Learning Organisation
Part 6 Management in the International Setting
19. Management in a Globalised Environment

STRATEGY 2008-2009
By Dave Ketchen, Auburn University and Alan Eisner, Pace University
2009 (February 2008) / 336 pages
ISBN: 9780071285568 [IE]

Strategy 08/09 is concisely written to cover the core strategy concepts within strategic management and to do so in a rigorous yet engaging way. This text builds on both real-life examples and academic research and provides appropriate cases chosen specifically for the textbook. Designed by faculty at a focus group, this text will published in 2-color format on an annual basis to ensure that company examples are current and relevant to students and instructors.

CONTENTS
Part 1 Setting the Stage for Competitive Advantage
Chapter 1 What Is Strategic Management?
Chapter 2 The Context of Strategic Management
Chapter 3 Analyzing the Internal Environment of the Firm
Chapter 4 Analyzing the External Environment
Part 2 The Selection of Strategies
Chapter 5 Corporate-Level Strategy
Chapter 6 Business-Level Strategy
Part 3 Strategy Implementation and Control
Chapter 7 Creating Effective Organizational Designs
Chapter 8 Strategic Control
Part 4 Case Analysis
Chapter 9 Analyzing Strategic Management Cases
Appendix to Chapter 9: Financial Ratio Analysis
CASES:
Case 1 Enron: On the Side of the Angels
Case 2 QVC
Case 3 JetBlue Airlines: Is the Blue Fading?
Case 4 Johnson & Johnson
Case 5 Yahoo!
Case 6 World Wrestling Entertainment
Case 7 The Casino Industry
Case 8 Claire’s Stores: Competing Betwixt and Between
Case 9 Nintendo’s Wii
Case 10 Ford Motor Company on the Edge?
Modern Competitive Strategy, 3e, by Gordon Walker, provides a 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.

CONTENTS
1. What Is Strategy?
2. Strategic Planning and Decision Making
3. Competitive Advantage
4. Industry Analysis
5. Competing Over Time
6. Strategy Execution
7. Vertical Integration and Outsourcing
8. Partnering
9. Global Strategy
10. Modern Competitive Strategy
11. Managing the Multi-business Firm
12. Corporate Governance

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.

- The Competitive Intelligence reports include strategic group maps and lists of competitive strengths and weaknesses. Data for benchmarking costs is provided to all companies after each decision.

- Decision variables include best practices training and TQM/Six Sigma quality control programs (topics covered in all the leading strategy texts).

- BSG-Online delivers a genuine capstone experience—the simulation is rich in terms of market setting, the authenticity with which it parallels the real-world athletic footwear 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 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.
Management

- There is a built-in three-year Strategic Plan feature, which students can use to plot 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.

GLO-BUS
An Online Business Simulation
By Arthur A. Jr Thompson and Geogory J. Stappenbeck of University of Alabama – Tuscaloosa
2004 / 64 pages

- 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 1¼ hours per decision round), GLO-BUS Plus (about 1½ hours per decision round), and GLO-BUS Total (about 2½ 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 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

THE BUSINESS ENVIRONMENT
7th Edition
By Adrian Palmer and Bob Hartley

2011 (November 2011) / 624 pages
ISBN: 9780077130015

McGraw-Hill UK Title
www.mcgraw-hill.co.uk/palmer

The seventh edition of The Business Environment has been perfectly tailored to cover the core topics that will be studied on an introductory Business Environment module. This fully updated new edition provides comprehensive coverage of the varying factors that make up the business environment, with a particular focus on how these factors impact business organisations and the decisions organisations make.

NEW TO THIS EDITION

- Opening Vignettes: A vignette begins each chapter to introduce the main topic and show the business environment in real life.

CONTENTS

Part 1: Contexts
1. What is the Business Environment?
Part 2: The Macroevironment
2. The Political Environment
3. The Social and Demographic Environment
4. The Technological and Information Environment
5. The Ecological and Social Responsibilities of Organisations
6. The Legal Environment
Part 3: Firms
7. Types of Business Organization
8. Business Relationships and Networks
9. Managing and Financing Organizational Growth
10. People in Organizations
Part 4: Markets
11. The Principles of Market Forces
12. Distortions to Market Forces
13. The National Economic and Financial Environment
14. The Global Business Environment
Part 5: Bringing it Together: Environmental Analysis
15. The Dynamic Business Environment
16. Case Studies
Technology & Innovation

INTERNATIONAL EDITION

STRATEGIC MANAGEMENT OF TECHNOLOGICAL INNOVATION
3rd Edition
By Melissa Schilling, New York University
2010 (November 2009) / 320 pages
ISBN: 9780073381565
ISBN: 9780071289573 [IE]
www.mhhe.com/schilling3e

Schilling's management of technological innovation, 3e by Melissa Schilling is the first comprehensive and rigorous, 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.

CONTENTS
1 Introduction
PART ONE Industry Dynamics of Technological Innovation
2 Sources of Innovation
3 Types and Patterns of Innovation
4 Standards Battles and Design Dominance
5 Timing of Entry
PART TWO Formulating Technological Innovation Strategy
6 Defining the Organization’s Strategic Direction
7 Choosing Innovation Projects
8 Collaboration Strategies
9 Protecting Innovation
PART THREE Implementing Technological Innovation Strategy
10 Organizing for Innovation
11 Managing the New Product Development Process
12 Managing New Product Development Teams
13 Crafting a Deployment Strategy
INDEX

INTERNATIONAL EDITION

STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION
5th Edition
By Robert Burgelman, Stanford University, Clayton Christensen and Steven Wheelwright of Harvard Business School
2009 (July 2008) / 1088 pages
ISBN: 9780073281541
ISBN: 9780071262320 [IE]
www.mhhe.com/burgelman5e

The 5th Edition of Strategic Management of Technology and Innovation by Burgelman, Christensen, and Wheelwright continues its unmatched tradition of market leadership, by using a combination of text, readings, and cases to bring to life the latest business research on these critical business challenges. Strategic Management of Technology and Innovation takes the perspective of the general manager at the product line, business unit, and corporate levels. The book not only examines each of these levels in some detail, but also addresses the interaction between the different levels of general management - for example, the fit between product strategy and business unit strategy, and the link between business and corporate level technology strategy. Each part of the book starts with an introductory chapter laying out an overall framework and offering a brief discussion of key tools and findings from existing literature. The remainder of each part offers a selected handful of seminar readings and case studies. Almost all of the cases deal with recent events and situations, including several that are concerned with the impact of the Internet. A few “classics” have been retained, however, because they capture a timeless issue or problem in such a definitive way that the historical date of their writing is irrelevant.

CONTENTS
Technological Innovation
CASE I-1 Elio Engineering, Inc.
READING I-1 Profiting from Technological Innovation: Implications for Integration, Collaboration, Licensing, and Public Policy
CASE I-2 Advent Corporation
READING I-2 How to Put Technology into Corporate Planning
READING I-3 The Core Competence of the Corporation
Technological Innovation and Strategy
CASE I-3 Poixim (A)
READING I-4 Management Criteria for Effective Innovation
CASE I-4 Matrix semiconductor (A)
Case I-5 StubbHub (A)
READING I-5 Defining the Minimum Winning Game in Hi-Tech Ventures
READING I-6 Assessing Your Organization’s Capabilities: Resources, Processes, & Priorities
CASE I-6 Electronic Arts in 1995
CASE I-7 Electronic Arts in 2002
CASE I-8 Electronic Arts in 2005: The Next Generation of Convergence
READING I-7 The Art of High-Technology Management
Part Two Design and Implementation of Technology Strategy: an Evolutionary Perspective Technological Evolution
READING II-1 Patterns of Industrial Innovation
READING II-2 Exploring the Limits of the Technology S-Curve. Part I: Component Technologies
READING II-3 Exploring the Limits of the Technology S-Curve. Part II: Architectural Technologies
CASE II-1 MySQL Open Source Database in 2004
CASE II-2 MySQL Open Source Database in 2006
READING II-4 How Can We Beat our Most Powerful Competitors?
READING II-5 Customer Power, Strategic Investment, and the Failure of Leading Firms
CASE II-3 Making SMal Big: SMal Camera Technologies
READING II-6 Disruption, Disintegration and the Dissipation of Differentiability
CASE II-4 The U.S. Telecommunications Industry: 1996-1999
CASE II-5 Slouching Toward Broadband – Revisited in 2005
CASE II-6 SAP America
READING II-7 Crossing the Chasm—and Beyond
READING II-8 Competing Technologies: An Overview
CASE II-7 Digital Creation and Distribution of Music: Revisited in 2005
READING II-9 Finding the Balance: Intellectual Property in the Digital Age
READING II-10 Note on New Drug Development in the United States
CASE II-8 Eli Lilly and Company: Drug Development Strategy
READING II-11 Gunfire at Sea: A Case Study of Innovation
READING II-12 Architectural Innovation: The Reconfiguration of Existing Product Technologies and the Failure of Established Firms
CASE II-9 Hewlett-Packard: The Flight of the Kittyhawk
CASE II-10 Intel Corporation: The DRAM Decision
READING II-13 Intraorganizational Ecology of Strategy Making and Organizational Adaptation: Theory and Field Research
READING II-14 Strategic Dissonance
READING II-15 Strategic Intent
CASE II-11 Infosys Consulting in 2006: Leading the Next Generation of Business and Information Technology Consulting

113
CASE II-12 Inside Microsoft: The Untold Story of How the Internet Forced Bill Gates to reverse Course
CASE II-13 Intel Corporation: Strategy for the 1990s
Case 14 Inside Microsoft: The Untold Story of How the Internet Forced Bill Gates to Reverse Course
READING II-16 Let Chaos Reign, Then Rein in Chaos-Repeatedly
CASE II-15 Charles Schwab & Co., Inc., in 1999
CASE II-16 Charles Schwab in 2007
CASE II-17 HP and Compaq Combined: In Search of Scale and Scope
READING II-17 Managing the Strategic Dynamics of Acquisition Integration Part Three Enactment of Technology Strategy-Developing a Firm’s Innovative Capabilities Internal and External Sources of Technology
READING III-1 Capturing the Returns From Research
READING III-2 The Lab That Ran Away from Xerox
READING III-3 Perecting Cross-Pollination
READING III-3 Transforming Invention into Innovation: The Conceptualization Stage
READING III-4 The Transfer of Technology from Research to Development
READING III-5 Adsorptive Capacity: A New Perspective on Learning and Innovation
CASE III-1 NEC: A New R&D Site in Princeton
CASE III-2 Cisco Systems, Inc.: Acquisition Integration for Manufacturing
READING III-7 Note on Lead User Research
CASE III-3 What’s the BIG Idea?
READING III-8 Eager Sellers and Stony Buyers
CASE III-4 GolfLogix: Measuring the Game of Golf
READING III-9 Misleading Methods of Financial Analysis
CASE III-5 Pitney Bowes Inc.
CASE III-6 Cisco Systems, Inc.: Implementing ERP
CASE III-7 R.R. Donnelley & Sons: The Digital Division
CASE III-8 Intel Corporation: The Hood River Project
CASE III-9 3M Optical Systems: Managing Corporate Entrepreneurship
CASE III-10 Living on the Fault Line Internal Corporate Venturing
CASE III-11 Managing Internal Corporate Venturing Process: A New Perspective on Learning and Innovation
CASE III-12 Managing Internal Corporate Venturing Cycles
CASE III-13 Ambidextrous Organizations: Managing Evolutionary and Revolutionary Change

Enactment of Technology Strategy-Creating and implementing a Development Strategy
New Product Development
READING IV-1 Communication Between Engineering and Production: A Critical Factor
CASE IV-1 Vitreon Corporation: The Hyalite Project Who wrote this?
READING IV-2 The New Product Learning Cycle
CASE IV-2 Eli Lilly: The Evista Project “Heavyweight” Development Teams
READING IV-3 Finding the Right Job for Your Product Building Competence/ Capabilities Through New Product Development
CASE IV-3 The ITC eChoupl Initiative
READING IV-4 Creating Project Plans to Focus Product Development
CASE IV-4 Genentech—Capacity Planning
READING IV-5 The New Product Development Map
READING IV-6 Accelerating the Design-Build-Test Cycle for Effective New Product Development
Conclusion: Innovation Challenges in Established Firms
CASE V-1 Intel Centrino in 2007: A New “Platform” Strategy for Growth
CASE V-2 SAP AG in 2006: Driving Corporate Transformation
READING V-1 Building a Learning Organization David A. Garvin
READING V-2 The Power of Strategic Integration
CASE V-3 Nike’s Global Women’s Fitness Business: Driving Strategic Integration

EXPLORING INNOVATION
2nd Edition
By David Smith, Nottingham Trent University
2009 (November 2009)
ISBN: 9780077121235
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/innovation

The second edition of Exploring Innovation offers a contemporary and fresh perspective on innovation in all its forms. Written with business students in mind, the book provides a clear and comprehensive introduction to defining, analysing, managing and fostering innovation. The book’s lively, accessible style and many examples and cases of innovative products and services bring the new frontiers of business to life. The new edition has been comprehensively updated to feature: • More coverage on the commercial aspects of innovation and business models • Greater emphasis on user innovation • An introduction to the concept of open innovation • Fully revised coverage of innovation strategy • Expanded material on the management of innovation, linking a number of managerial techniques to a specific model of the management process.

CONTENTS
Preface
Part One What Is Innovation?
Chapter 1 Introduction
Chapter 2 Types of Innovation
Chapter 3 Technological Change
Part Two What Does Innovation Involve?
Chapter 4 Theories of Innovation
Chapter 5 Sources of Innovation
Chapter 6 The Process of Innovation
Chapter 7 Intellectual Property
Part Three How Do You Manage Innovation?
Chapter 8 Innovation Strategy
Chapter 9 Technical Entrepreneurs
Chapter 10 Funding Innovation
Chapter 11 Managing Innovation
Part Four How Do You Foster Innovation?
Chapter 12 Innovation Policy
Chapter 13 Innovation Clusters
Chapter 14 National Innovation Systems
Resources
Bibliography
Index

114

Invitation to Publish
McGraw-Hill is interested to review your textbook proposals for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com.
<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>M: Business, 3e</td>
<td>Ferrell</td>
<td>9780073524580</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>Understanding Business, 10e</td>
<td>Nickels</td>
<td>9780073524597</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>Business: Connecting Principles to Practice</td>
<td>Nickels</td>
<td>9780078023125</td>
<td>117</td>
</tr>
</tbody>
</table>
**Business Administration**

---

### Introduction to Business - Textbooks

**NEW**

**M: BUSINESS**

3rd Edition

By O C Ferrell, University of New Mexico-Albuquerque, Geoffrey A Hirt, DePaul University and Linda Ferrell, University of New Mexico-Albuquerque

2013 (January 2012) / 416 pages
ISBN: 9780073524580
www.mhhe.com/ferrellm3e
(Details unavailable at press time)

**NEW**

**UNDERSTANDING BUSINESS**

10th Edition

By William Nickels, University of Maryland-College Park and James McHugh and Susan McHugh of Saint Louis CC-Forest Park

2013 (January 2012) / 800 pages
ISBN: 9780073524597
www.mhhe.com/ub10e
(Details unavailable at press time)

---

**BUSINESS Connecting Principles to Practice**

By William G Nickels, University of Maryland-College Park, James McHugh and Susan McHugh of Saint Louis CC-Forest Park

2012 (January 2011) / 704 pages
ISBN: 9780078023125
www.mhhe.com/p2p

Business: Connecting Principles to Practice is the most tightly integrated textbook/technology solution for the Introduction to Business course. This first edition integrates the gold standard content of the #1 text on the market with Connect, today’s leading online assignment and assessment system in higher education. For every chapter of the text, Connect Business includes three features to help students prep, study, and apply the text content more effectively. Interactive Presentations for each chapter help students prep for class and bring the text to life. LearnSmart adaptive self-study technology provides students with a seamless combination of practice, assessment, and remediation for every concept in the textbook. And Interactive Applications stimulate critical thinking, reinforce key concepts, and ask students to apply business concepts to real world scenarios will help engage students beyond simple reading and recall.

**CONTENTS**

Part 1 Business Trends: Cultivating a Business in Diverse, Global Environments
1 Taking Risks and Making Profits within the Dynamic Business Environment
2 Understanding How Economics Affects Business
3 Doing Business in Global Markets
4 Demanding Ethical and Socially Responsible Behavior

Part 2 Business Ownership: Starting a Small Business
5 How to Form a Business
6 Entrepreneurship and Starting a Small Business

Part 3 Business Management: Empowering Employees to Satisfy Customers
7 Management and Leadership
8 Adapting Organizations to Today’s Markets
9 Production and Operations Management

Part 4 Management of Human Resources: Motivating Employees to Produce Quality Goods and Services
10 Motivating Employees
11 Human Resource Management: Finding and Keeping the Best Employees
12 Dealing with Employee—Management Issues and Relationships

Part 5 Marketing: Developing and Implementing Customer-Oriented Marketing Plans
13 Marketing: Helping Buyers Buy
14 Developing and Pricing Goods and Services
15 Distributing Products
16 Using Effective Promotions

Part 6 Managing Financial Resources
17 Understanding Accounting and Financial Information
18 Financial Management
19 Using Securities Markets for Financing and Investing Opportunities
20 Money, Financial Institutions, and the Federal Reserve

Appendix Working within the Legal Environment

Bonus Chapters (available online only)
A Using Technology to Manage Information BA
B Managing Risk BB
C Managing Your Personal Finances BC

---

**REVIEW COPY**

(Available for course adoption only)

To request for a review copy,
- contact your local McGraw-Hill representatives or,
- fax the Review Copy Request Form found in this catalog or,
- e-mail your request to mhasiaSing mcgraw-hill.com or,
- submit online at www.mheducation.asia

---

117
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, Business: A Changing World 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.

CONTENTS
Part 1 Business in a Changing World
Chapter 1 The Dynamics of Business and Economics
Chapter 2 Business Ethics and Social Responsibility
Chapter 3 Business in a Borderless World
Part 2 Starting and Growing a Business
Chapter 4 Options for Organizing Business
Chapter 5 Small Business, Entrepreneurship, and Franchising
Part 3 Managing for Quality and Competitiveness
Chapter 6 The Nature of Management
Chapter 7 Organization, Teamwork, and Communication
Chapter 8 Managing Service and Manufacturing Operations
Part 4 Creating the Human Resource Advantage
Chapter 9 Motivating the Workforce
Chapter 10 Managing Human Resources
Part 5 Marketing: Developing Relationships
Chapter 11 Customer Driven Marketing
Chapter 12 Dimensions of Marketing Strategy
Chapter 13 Digital Marketing and Social Networking
Part 6 Financing the Enterprise
Chapter 14 Money and the Financial System
Chapter 15 Accounting and Financial Statements
Chapter 16 Financial Management and Securities Markets
Appendices
Appendix A
Law Appendix
Personal Finance Appendix
Managing Information Appendix

M: BUSINESS WITH PREP CARDS AND ONLINE LEARNING CENTER ACCESS CARD
2nd Edition
By O C Ferrell, University of New Mexico-Albuquerque, Geoffrey A Hirt, DePaul University and Linda Ferrell, University of New Mexico-Albuquerque
2011 (January 2010)
ISBN: 9780077373450

M: BUSINESS was created with students’ and professors’ needs in mind. Students receive a cost-effective, easy to read text complete with study resources (both print and online) to help them review for tests and apply chapter concepts. Professors receive a text that contains all the pertinent information we know they cover in Introduction to Business - yet in a more condensed format that is easier for students and instructors to cover in 1 term. It also contains gradable online assignments for instructors to assign. M: BUSINESS also includes comprehensive teaching support and online supplements – mainly, CONNECT BUSINESS. The story behind M: We have heard over and over again that the modern learner has a completely new and different set of needs from a learning package. These new ‘digital natives' have developed cognitive thinking patterns that are different from those of earlier generations of students. It's important that educators recognize these differences in students, and that they also account for students with differing learning styles. Students today rely on technology as an important tool in their educational and personal lives. M: BUSINESS accounts for these differences in students today and appeals more effectively to digital natives. An emphasis is placed on the visual and technology component of the product offering (Connect Interactives), while the text remains a (important) supporting tool for their learning in the course. Students today are used to active learning experiences which is what M: Business provides. The book in combination with the interactives in Connect Business provide students with a rich, interactive experience that enhances the text content, and keeps them actively engaged in the course content. Students today are also used to feedback and ‘payoff’ - Connect Business provides these interactive rewards for learning the course content.

CONTENTS
Part 1 Business in a Changing World
1 The Dynamics of Business and Economics
2 Business Ethics and Social Responsibility
Appendix A The Legal and Regulatory Environment
3 Business in a Borderless World
4 Managing Information Technology and E-Business
Part 2 Starting and Growing a Business
5 Options for Organizing Business
6 Small Business, Entrepreneurship, and Franchising
Part 3 Managing for Quality and Competitiveness
7 The Nature of Management
8 Organizations, Teamwork, and Communication
9 Managing Service and Manufacturing Operations
Part 4 Creating the Human Resource Advantage
10 Motivating the Workforce
11 Managing Human Resources
Part 5 Marketing: Developing Relationships
12 Customer-Driven Marketing
13 Dimensions of Marketing Strategy
Part 6 Financing the Enterprise
14 Accounting and Financial Statements
15 Money and the Financial System
16 Financial Management and Securities Markets
Chapter 6: Entrepreneurship and Starting a Small Business

Chapter 5: How to Form a Business

Chapter 4: Demanding Ethical and Socially Responsible Behavior

Chapter 2: Understanding How Economics Affects Business

Chapter 1: Taking Risks and Making Profits within the Dynamic Business Environment

Contents

Chapter 1 The World of Business and Its Environments
Chapter 2 How Economics Affects Business
Chapter 3 Entrepreneurship and Starting a Small Business
Chapter 4 The 4Ps of Marketing: Product, Price, Place, and Promotion
Chapter 5 Human Resources Management
Chapter 6 Production and Operations Management
Chapter 7 Information Technology in Business
Chapter 8 Finance and Accounting
Chapter 9 Management: Functions and Styles
Chapter 10 Leadership and Motivation
Chapter 11 Business in Global Markets
Chapter 12 Social Responsibility and Ethical Behavior in Business
Bonus Chapter: Managing Your Finances

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 600 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.

Contents

Chapter 1: Taking Risks and Making Profits within the Dynamic Business Environment
Chapter 2: Understanding How Economics Affects Business
Chapter 3: Doing Business in Global Markets
Chapter 4: Demanding Ethical and Socially Responsible Behavior
Chapter 5: How to Form a Business
Chapter 6: Entrepreneurship and Starting a Small Business
Chapter 7: Management and Leadership
Chapter 8: Adapting Organizations to Today's Markets
Chapter 9: Production and Operations Management Of Goods And Services
Chapter 10: Motivating Employees
Chapter 11: Human Resource Management: Finding and Keeping The Best Employees
Chapter 12: Dealing with Employee—Management Issues and Relationships
Chapter 13: Marketing: Helping Buyers Buy
Chapter 14: Developing and Pricing Goods And Services
Chapter 15: Distributing Products
Chapter 16: Using Effective Promotions
Chapter 17: Understanding Accounting and Financial Information
Chapter 18: Financial Management
Chapter 19: Using Securities Markets for Financing and Investing Opportunities
Chapter 20: Money, Financial Institutions, and the Federal Reserve
Appendix A Working Within The Legal Environment
Appendix B Using Technology to Manage Information
Appendix C Managing Risk
Appendix D Managing Personal Finances

Introduction to Business

By Laura Dias, Shoreline Community College and Amit J Shah, Frostburg State University

2009 (January 2008) / 544 pages
ISBN: 9780073376998
ISBN: 9780071287852 [IE]

The introduction to business course is evolving—no longer are colleges teaching the course in a standard one-semester term. Introduction to Business takes on the changing educational environment. Based on reviewer feedback, the text has fewer chapters, more applied exercises and examples, and reinforces learning throughout. The chapters are carefully organized by learning objectives which correlate directly to all of the chapter materials and student and instructor ancillaries.

Contents

Chapter One: Managing within the Dynamic Business Environment: Taking Risks and Making Profits
Chapter Two: How Economics Affects Business
Chapter Three: Competition in Global Markets
Chapter Four: Demonstrating Ethical Behavior and Social Responsibility
Chapter Five: Entrepreneurship and Starting a Small Business
Chapter Six: Management
Chapter Seven: Leadership and Motivation
Chapter Eight: Human Resource Management: Finding and Keeping The Best Employees
Chapter Nine: Marketing Businesses and Products
Chapter Ten: Product and Service Promotion
Chapter Eleven: Using Technology and Business
Chapter Twelve: Understanding Financial Information and Accounting
Chapter Thirteen: Securities Markets and Financial Institutions
Chapter Fourteen: Managing Personal Finance

Appendix A: Working Within The Legal Environment
Appendix B: Using Technology to Manage Information
Appendix C: Managing Risk
Appendix D: Managing Personal Finances

Business Administration

By Amit J Shah, Frostburg State University and Laura Dias, Shoreline Community College

2011 (January 2010) / 544 pages
ISBN: 9780073377285

www.mhhe.com/businessnow

Business Now focuses on business from a real-world perspective. With more practical application exercises, examples, and reinforced learning throughout, it allows students to continually exercise their critical thinking and problem solving skills with realistic business problems they will likely encounter in their professional lives. The chapters are carefully organized by learning objectives which correlate directly to all of the chapter materials and student and instructor ancillaries.

Contents

Chapter 1 The World of Business and Its Environments
Chapter 2 How Economics Affects Business
Chapter 3 Entrepreneurship and Starting a Small Business
Chapter 4 The 4Ps of Marketing: Product, Price, Place, and Promotion
Chapter 5 Human Resources Management
Chapter 6 Production and Operations Management
Chapter 7 Information Technology in Business
Chapter 8 Finance and Accounting
Chapter 9 Management: Functions and Styles
Chapter 10 Leadership and Motivation
Chapter 11 Business in Global Markets
Chapter 12 Social Responsibility and Ethical Behavior in Business
Bonus Chapter: Managing Your Finances

Understanding Business Now focuses on business from a real-world perspective. With more practical application exercises, examples, and reinforced learning throughout, it allows students to continually exercise their critical thinking and problem solving skills with realistic business problems they will likely encounter in their professional lives. The chapters are carefully organized by learning objectives which correlate directly to all of the chapter materials and student and instructor ancillaries.

Contents

Chapter 1 The World of Business and Its Environments
Chapter 2 How Economics Affects Business
Chapter 3 Entrepreneurship and Starting a Small Business
Chapter 4 The 4Ps of Marketing: Product, Price, Place, and Promotion
Chapter 5 Human Resources Management
Chapter 6 Production and Operations Management
Chapter 7 Information Technology in Business
Chapter 8 Finance and Accounting
Chapter 9 Management: Functions and Styles
Chapter 10 Leadership and Motivation
Chapter 11 Business in Global Markets
Chapter 12 Social Responsibility and Ethical Behavior in Business
Bonus Chapter: Managing Your Finances

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 600 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.

Contents

Chapter 1 The World of Business and Its Environments
Chapter 2 How Economics Affects Business
Chapter 3 Entrepreneurship and Starting a Small Business
Chapter 4 The 4Ps of Marketing: Product, Price, Place, and Promotion
Chapter 5 Human Resources Management
Chapter 6 Production and Operations Management
Chapter 7 Information Technology in Business
Chapter 8 Finance and Accounting
Chapter 9 Management: Functions and Styles
Chapter 10 Leadership and Motivation
Chapter 11 Business in Global Markets
Chapter 12 Social Responsibility and Ethical Behavior in Business
Bonus Chapter: Managing Your Finances
INTRODUCTION TO BUSINESS
Gareth R Jones, Texas A&M University
2007 (January 2006) / 608 pages
ISBN: 9780071252997 [IE with OLC PCC and Student DVD]
www.mhhe.com/jonesintro

CONTENTS
Part 1 The Environment of Business.
Chapter 1 What Is Business?
Chapter 2 The Evolution of Business.
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 11 Sales, Distribution, and Customer Relationship Management: Reaching and Satisfying Customers.
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

Invitation to Publish
McGraw-Hill is interested to review your textbook proposals for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com.
Customer Service ................................................................. 132
Keyboarding ............................................................................. 123
Keyboarding Advanced ......................................................... 129
Keyboarding / Skillbuilding .................................................. 127
Office Management ............................................................... 133
# New Titles

## KEYBOARDING & OFFICE TECHNOLOGY

### 2013

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skillbuilding: Building Speed &amp; Accuracy on the Keyboard, 4e</td>
<td>Eide</td>
<td>9780073372204</td>
<td>127</td>
</tr>
<tr>
<td>Cortez Peters’ Championship Keyboarding Drills: An Individualized Diagnostic and Prescriptive Method for Developing Accuracy and Speed, 5e</td>
<td>Peters</td>
<td>9780073372211</td>
<td>129</td>
</tr>
</tbody>
</table>

### 2012

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service Skills for Success, 5e</td>
<td>Lucas</td>
<td>9780073397115</td>
<td>132</td>
</tr>
</tbody>
</table>
GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), LESSONS 1-20 TEXT
11th Edition
By Scot Ober, Ball State University, Jack E Johnson and Arlene Zimmerly
2011 (April 2010) / 160 pages
ISBN: 9780077344221

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system that cohesively lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements support the cohesive program’s strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. GDP/11 automatically scores for keyboarding errors. As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

CONTENTS
Preface
Introduction to the Student
Reference Manual
Part 1 The Alphabet, Number, and Symbol Keys
UNIT 1 KEYBOARDING: THE ALPHABET
UNIT 2 Keyboarding: The Alphabet
UNIT 3 Keyboarding: Numbers and Symbols
UNIT 4 Keyboarding: Numbers and Symbols
SKILLBUILDING
INDEX

GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), MICROSOFT OFFICE WORD 2010 LESSONS 1-60
11th Edition
By Scot Ober, Ball State University, Jack E Johnson and Arlene Zimmerly
2011 (April 2010) / 320 pages
ISBN: 9780077319366 (Text)

Gregg College Keyboarding and Document Processing (GDP), Word 2010 Update, 11e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system designed to process and score documents created in Word 2010. As a solid product for over 30 years, this version of GDP has evolved to a completely online version, along with updating the program to be compatible with the new Microsoft Word 2010 software. Strong enhancements and flexible Instructor Management still exist and support the program’s strong content. Instructors will appreciate the flexibility of Instructor Management that can be successfully implemented in a variety of classroom environments and that can be accessed from any Internet-connected computer—with no downloads!

CONTENTS
Part 1: The Alphabet, Number, And Symbol Keys
Unit 1 Keyboarding: The Alphabet
Unit 2 Keyboarding: The Alphabet
Unit 3 Keyboarding: Numbers And Symbols
Unit 4 Keyboarding: Numbers And Symbols
Part 2: Basic Business Documents
Unit 5 E-Mail And Word Processing
Unit 6 Correspondence
Unit 7 Reports
Unit 8 Tables
Part 3: Correspondence, Reports, And Employment Documents
Unit 9 Correspondence
Unit 10 Reports
Unit 11 Employment Documents
Unit 12 Skillbuilding And In-Basket Review
Part 4: Advanced Formatting
Unit 13 Skill Refinement
Unit 14 Correspondence
Unit 15 Reports
Unit 16 Tables
Part 5: Specialized Applications
Unit 17 International Formatting
Unit 18 Formal Report Project
Unit 19 Medical Office Documents
Unit 20 Legal Office Documents
Part 6: Using And Designing Business Documents
Unit 21 Using And Designing Office Forms
Unit 22 Designing Office Publications
Unit 23 Online Resumes And Merged Documents
Unit 24 Skillbuilding And In-Basket Review

GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), LESSONS 1-120
11th Edition
By Scot Ober, Ball State University, Jack E Johnson and Arlene Zimmerly
2011 (April 2010) / 608 pages
ISBN: 9780073372198 (Main Text)

Gregg College Keyboarding and Document Processing (GDP), Word 2010 Update, 11e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system designed to process and score documents created in Word 2010. As a solid product for over 30 years, this version of GDP has evolved to a completely online version, along with updating the program to be compatible with the new Microsoft Word 2010 software. Strong enhancements and flexible Instructor Management still exist and support the program’s strong content. Instructors will appreciate the flexibility of Instructor Management that can be successfully implemented in a variety of classroom environments and that can be accessed from any Internet-connected computer—with no downloads!
not only how to recognize errors, but how to fix them as well.

Analysis and remediation software program that will teach students on the keyboard. MAP is a highly sophisticated and individualized error prescriptive feature helps students improve their speed and accuracy.

**Enhanced Instructor Management and Gradebook**

Fea

New to this edition

- Completely Online Format
- Enhanced Instructor Management and Gradebook

**FEATURES**

- Misstroke Analysis and Prescription (MAP). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well.
- Enhanced Instructor Management and Gradebook

---

**OBER: INSTRUCTOR RESOURCE KIT**

**Word 2010, 11th Edition**

By Scot Ober, Ball State University

2011 (September 2010)

ISBN: 9780077356590

www.mhhe.com/gdp11

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program’s strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

New to this edition

- Completely Online Format
- Enhanced Instructor Management and Gradebook

Features

- Misstroke Analysis and Prescription (MAP). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well.

---

**OBER: INSTRUCTOR RESOURCE KIT**

**Word 2007, 11th Edition**

By Scot Ober, Ball State University

2011 (June 2010)

ISBN: 9780077389703

www.mhhe.com/gdp11

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program’s strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.
NEW TO THIS EDITION

- THEME: Integrated System
- Online Software
- Language Arts
- Document Processing

FEATURES

- Misstroke Analysis and Prescription (MAP*). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP* is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well. Now starting at LESSON 1!! MAP* is a part of the skillbuilding that is built into every lesson.
- GPS: Grade Posting System

OBER: KIT 1: (LESSONS 1-60)
By Scot Ober, Ball State University
2011 (September 2010)
ISBN: 9780077356606

GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program’s strong content. Skillbuilding is reinforced with MAP* (Misstroke Analysis and Prescription), MAP* is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP* now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

NEW TO THIS EDITION

- Completely Online Format

FEATURES

- Misstroke Analysis and Prescription (MAP*). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP* is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well. Now starting at LESSON 1!! MAP* is a part of the skillbuilding that is built into every lesson.
- GPS: Grade Posting System

OBER: KIT 2: (LESSONS 61-120)
By Scot Ober, Ball State University
2011 (May 2010)
ISBN: 9780077356552

GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program’s strong content. Skillbuilding is reinforced with MAP* (Misstroke Analysis and Prescription), MAP* is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP* now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.
NEW TO THIS EDITION

- Completely Online Format

FEATURES

- Misstroke Analysis and Prescription (MAP). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well.
- Enhanced Instructor Management and Gradebook

INSTRUCTOR WRAPAROUND EDITIONS (LESSONS 61-120) T/A GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP)

11th Edition

By Scot Ober, Ball State University, Jack E. Johnson and Arlene Zimmerly, Los Angeles City College

2011 (April 2010) / 432 pages

ISBN: 9780077319427

GDP College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program's strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

NEW TO THIS EDITION

- Completely Online Format

FEATURES

- Misstroke Analysis and Prescription (MAP+). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well. Now starting at LESSON 1! MAP+ is a part of the skillbuilding that is built into every lesson.
- GPS: Grade Posting System

OBER: KIT 2: (LESSONS 61-120)


By Scot Ober, Ball State University

2011 (September 2010)

ISBN: 9780077356576

GDP College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program's strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

OBER: KIT 3: (LESSONS 1-120)


By Scot Ober, Ball State University

2011 (May 2010)

ISBN: 9780077356583

GDP College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program's strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.
NEW TO THIS EDITION
- Completely Online Format

FEATURES
- MISTROKE Analysis and Prescription (MAP). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well.
- Enhanced Instructor Management and Gradebook

OBER: KIT 3: (LESSONS 1-120)
By Scot Ober, Ball State University
2011 (September 2010)
ISBN: 978007356620

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements support the cohesive program's strong content. Skillbuilding is reinforced with MAP+ (Mistroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student's strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. GDP/11 automatically scores for keyboarding errors. As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

NEW TO THIS EDITION
- Completely Online Format

FEATURES
- MISTROKE Analysis and Prescription (MAP). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well.
- Enhanced Instructor Management and Gradebook

OBER: KIT 4: (LESSONS 1-20)
11th Edition
By Scot Ober, Ball State University
2011 (May 2010)
ISBN: 978007377144

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system that cohesively lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements support the cohesive program’s strong content. Skillbuilding is reinforced with MAP+ (Mistroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. GDP/11 automatically scores for keyboarding errors. As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

Keyboarding / Skillbuilding

SKILLBUILDING
Building Speed & Accuracy on the Keyboard, 4th Edition
By Carole Eide, Andrea Rieck of Renton Technical College and V Klemin, Central Washington University-Ellensburg
2013 (March 2012) / 160 pages
ISBN: 9780073372204

Skillbuilding: Building Speed and Accuracy on the Keyboard 4e combines the unique pretest/practice/posttest diagnostics pedagogy with the power and flexibility of the personal computer, allowing you to individualize your instruction- even in a classroom setting.

CONTENTS
Section 1 COURSE ENTRY AND EXIT
Skill Evaluation Timing
Section 2 ALPHABET PRACTICE
Diagnostic Timing
Lessons 1-26
Section 3 INDIVIDUAL FINGER PRACTICE
Lessons 27-31
Section 4 WORD-LEVEL KEYSTROKING PRACTICE
Lessons 32-36
Section 5 FREQUENTLY USED WORDS PRACTICE
Lessons 37-41
Section 6 HORIZONTAL/VERTICAL REACHES PRACTICE
Lessons 42-51
Section 7 WORD FAMILY PRACTICE
Lessons 52-56
Section 8 CONCENTRATION PRACTICE
Lessons 57-61
Lessons 62-66
Section 9 FREQUENTLY MISSPELLED WORDS PRACTICE
Lessons 67-71
Section 10 ALTERNATE-HAND WORDS PRACTICE
Lessons 72-76
Section 11 DOUBLE-LETTER WORDS PRACTICE
Lessons 77-81
Section 12 RIGHT-HAND AND LEFT-HAND WORDS PRACTICE
Diagnostic Timings
Lessons 82-91
Section 13 PUNCTUATION PRACTICE
Lessons 92-96
Section 14 NUMBER PRACTICE
Entry and Exit Timings
Lessons 97-106
Section 15 SYMBOL PRACTICE
Lessons 107-111

GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), LESSONS 1-20 TEXT
11th Edition
By Scot Ober, Ball State University, Jack E Johnson and Arlene Zimmerly
2011 (April 2010) / 160 pages
ISBN: 9780077344221

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system that cohesively lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements support the cohesive program's strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student's strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

NEW TO THIS EDITION

THEME: Integrated System
Online Software
Language Arts
Document Processing

FEATURES
Misstroke Analysis and Prescription (MAP+). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well. Now starting at LESSON 1! MAP+ is a part of the skillbuilding that is built into every lesson.

GPS: Grade Posting System

OBERT KIT 1: (LESSONS 1-60)
By Scot Ober, Ball State University
2011 (September 2010)
ISBN: 9780077356606

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program's strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student's strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines
that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

NEW TO THIS EDITION

- Completely Online Format

FEATURES

- Mismtroke Analysis and Prescription (MAP). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well.

- Enhanced Instructor Management and Gradebook

OBER: KIT 4: (LESSONS 1-20)
11th Edition
By Scot Ober, Ball State University
2011 (May 2010)
ISBN: 9780077377144

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system that cohesively lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements support the cohesive program’s strong content. Skillbuilding is reinforced with MAP+ (MisstROKE Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

NEW TO THIS EDITION

- THEME: Integrated System
- Online Software
- Language Arts
- Document Processing

FEATURES

- MisstROKE Analysis and Prescription (MAP+). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well. Now starting at LESSON 1!! MAP+ is a part of the skillbuilding that is built into every lesson.

- GPS: Grade Posting System

Keyboarding Advanced

CORTEZ PETERS’ CHAMPIONSHIP KEYBOARDING DRILLS
An Individualized Diagnostic and Prescriptive Method for Developing Accuracy and Speed, 5th Edition
By Cortez Peters
2013 (March 2012) / 96 pages
ISBN: 9780073372211
(Details unavailable at press time)

OBER: INSTRUCTOR RESOURCE KIT
(Word 2007), 11th Edition
By Scot Ober, Ball State University
2011 (June 2010)
ISBN: 9780077389703

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program’s strong content. Skillbuilding is reinforced with MAP+ (MisstROKE Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice

GREGG COLLEGE KEYBOARDING & DOCUMENT PROCESSING (GDP), LESSONS 1-120
11th Edition
By Scot Ober, Ball State University, Jack E Johnson and Arlene Zimmerly
2011 (April 2010) / 608 pages
ISBN: 9780073372198 (Main Text)

GDP College Keyboarding and Document Processing (GDP). Word 2010 Update, 11e by Ober, Johnson, and Zimmerly provides a highly flexible, complete learning system designed to process and score documents created in Word 2010. As a solid product for over 30 years, this version of GDP has evolved to a completely online version, along with updating the program to be compatible with the new Microsoft Word 2010 software. Strong enhancements and flexible Instructor Management still exist and support the program’s strong
FOREWORD

This book has been completely updated for Microsoft® Office 2010. The new features of Office 2010 have been integrated into every chapter, and new lessons have been added in many areas. A complete revision of the exercises has been done to reflect the changes in each application. The exercises have been typed and proofread to ensure accuracy and completeness.

THEME: Integrated System

Office 2010 is the first version of Microsoft Office to be integrated from the ground up. All of the applications are designed to work together, enabling you to easily transfer information and collaborate with other users. Office 2010 also includes new features that make working with documents, presentations, and spreadsheets easier and more efficient.

NEW TO THIS EDITION

- **THEME: Integrated System**
- **Online Software**
- **Language Arts**
- **Document Processing**

FEATURES

- **Mistroke Analysis and Prescription (MAP+)**: This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well. Now starting at LeSSON 1! MAP+ is a part of the skillbuilding that is built into every lesson.
- **GPS: Grade Posting System**

CONTENTS

**PART 1: The Alphabet, Number, And Symbol Keys**

- Unit 1 Keyboarding: The Alphabet
- Unit 2 Keyboarding: The Alphabet
- Unit 3 Keyboarding: Numbers And Symbols
- Unit 4 Keyboarding: Numbers And Symbols

**PART 2: Basic Business Documents**

- Unit 5 E-Mail And Word Processing
- Unit 6 Correspondence
- Unit 7 Reports
- Unit 8 Tables

**PART 3: Correspondence, Reports, And Employment Documents**

- Unit 9 Correspondence
- Unit 10 Reports
- Unit 11 Employment Documents
- Unit 12 Skillbuilding And In-Basket Review

**PART 4: Advanced Formatting**

- Unit 13 Skill Refinement
- Unit 14 Correspondence
- Unit 15 Reports
- Unit 16 Tables

**PART 5: Specialized Applications**

- Unit 17 International Formatting
- Unit 18 Formal Report Project
- Unit 19 Medical Office Documents
- Unit 20 Legal Office Documents

**PART 6: Using And Designing Business Documents**

- Unit 21 Using And Designing Office Forms
- Unit 22 Designing Office Publications
- Unit 23 Online Resumes And Merged Documents
- Unit 24 Skillbuilding And In-Basket Review

**OBERT: INSTRUCTOR RESOURCE KIT (Word 2007), 11th Edition**

By Scot Ober, Ball State University
2011 (June 2010)
ISBN: 9780077389703

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program’s strong content. Skillbuilding is reinforced with MAP+ (Mistroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.
Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program’s strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

NEW TO THIS EDITION
- Completely Online Format

FEATURES
- Misstroke Analysis and Prescription (MAP). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well.
- Enhanced Instructor Management and Gradebook

Gregg College Keyboarding and Document Processing (GDP), 11e by Ober, Johnson, and Zimmerly: Your complete learning/teaching system. Your guide to success. GDP/11 is an integrated keyboarding system designed to process and score documents created in Microsoft Word. Together, the book and software systematically lead students through each lesson to provide an easy path to success. As a solid product for over 50 years, this version of the GDP software has grown into an online functionality. The same program is now web-based with seamless updates to provide greater accessibility for use at home, in class, and in labs - perfect for distance learning! Strong enhancements to the book while maintaining key elements including integrated language arts (starting at lesson 21) support the cohesive program’s strong content. Skillbuilding is reinforced with MAP+ (Misstroke Analysis and Prescription). MAP+ is an individualized, diagnostic tool that is built into the software to help identify student’s strengths and weaknesses while providing prescriptive drills to help them practice where they need it most. Also, MAP+ now has new, unlimited drill lines that begin at Lesson 1. Additionally, GDP/11 automatically scores for keyboarding errors and now formatting errors too! As a result, instructors will appreciate the customization of course management tools in GDP/11, including the new GPS (Grade Posting System) which allows complete flexibility in setting up grades. GDP/11 your complete learning/teaching system. Your guide to success.

NEW TO THIS EDITION
- Completely Online Format

FEATURES
- Misstroke Analysis and Prescription (MAP). This incomparable prescriptive feature helps students improve their speed and accuracy on the keyboard. MAP is a highly sophisticated and individualized error analysis and remediation software program that will teach students not only how to recognize errors, but how to fix them as well.
- Enhanced Instructor Management and Gradebook
Customer Service

INTERNATIONAL EDITION

CUSTOMER SERVICE SKILLS
FOR SUCCESS
5th Edition

By Robert W. Lucas, Creative Presentation Resources, Inc

2012 (January 2011) / 320 pages
ISBN: 9780073397115
ISBN: 9780071315920 [IE]

www.mhhe.com/customerservice

Customer Service: Skills for Success features how-to topics for the customer service professional. It covers the concepts and skills needed for success in business careers, including listening techniques, verbal and nonverbal communication, and use of technology. Emphasis is given to dealing with customer service problems and how to handle conflicts and stress. Insights and tips are also provided for customer service supervisory personnel.

NEW TO THIS EDITION

❖ Work It Out—these real and relevant scenarios are accompanied by questions that can be used as assigned material or for in-class discussions.
❖ Leadership Initiatives—these exercises emphasize personal growth and leadership potential to help students develop their service leadership skills.
❖ Service Success Tips—these tips give students applicable ideas on successful customer service approaches.
❖ Search It Out—these end-of-chapter internet exercises help students learn research skills.
❖ Face to Face Cases—these exercises give students a customer service scenario and outline a specific role within the scenario. They provide critical thinking questions that allow students to engage in the material and create their own solutions.

CONTENTS

Part One – The Profession
Chapter 1 – Customer Service for the Present and Future
Chapter 2 – Contributing to the Service Culture
Part Two – Skills for Success
Chapter 3 – Verbal
Chapter 4 – Nonverbal Communication
Chapter 5 – Listening to the Customer
Part Three – Building and Maintaining Relationships
Chapter 6 – Customer Service and Behavior
Chapter 7 – Service Breakdowns and Service Recovery
Chapter 8 – Customer Service in a Diverse World
Chapter 9 – Customer Service via Technology
Chapter 10 – Encouraging Customer Loyalty

REVIEW COPY
(Available for course adoption only)
To request for a review copy,
❖ contact your local McGraw-Hill representatives or,
❖ fax the Review Copy Request Form found in this catalog or,
❖ e-mail your request to mhasia.sg@mcgraw-hill.com or,
❖ submit online at www.mheducation.asia
Office Management

OFFICE MANAGEMENT
By Dr V Balachandran and Dr S Chandrasekaran of Alagappa University-Karaikudi
2009 (July 2009) / 272 pages
ISBN: 9780070670402
McGraw-Hill India Title

Office Management is the task of planning, coordinating and motivating the efforts of others towards specific objectives in an office and in conformity with the over-all objectives of the organization. This comprehensive textbook has its emphasis on conceptual clarity and lucid presentation. It encompasses all aspects of Office activities like record keeping, communication and system integration, receiving, recording, processing and communicating information, public relations, recruiting, training and development of office personnel.

CONTENTS
Chapter 1. Introduction to Office Management
Chapter 2. Office Organisation
Chapter 3. Office Accommodation, Layout and Environment
Chapter 4. Office Systems and Procedures
Chapter 5. Forms Management
Chapter 6. Office Stationery
Chapter 7. Records Management
Chapter 8. Office Automation
Chapter 9. Office Mail Services
Chapter 10. Work Simplification & Measurement Standards
Chapter 11. Management of Office Personnel

Invitation to Publish
McGraw-Hill is interested to review your textbook proposals for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com.
Advertising & Promotion / IMC ................................................................. 154
Advertising Supplements ........................................................................ 158
Brand Marketing ...................................................................................... 172
Business to Business .............................................................................. 161
Consumer Behavior ................................................................................ 147
Customer Relation Management ............................................................ 175
Cyberpreneurship ................................................................................... 176
E-Commerce Cases Book ....................................................................... 177
International Marketing ......................................................................... 167
Internet Marketing ................................................................................... 172
Introduction to E-Commerce ................................................................. 176
Introductory Marketing - Supplement .................................................... 144
Marketing Management - Text .............................................................. 149
Marketing Management - Text & Cases .................................................. 152
Marketing Planning ................................................................................ 172
Marketing Principles ............................................................................. 137
Marketing Research ............................................................................... 145
Marketing - Software ............................................................................. 145
New Product Management ................................................................... 163
Product Design ....................................................................................... 164
Product Management ............................................................................ 163
Public Relations .................................................................................... 174
Retail Management ................................................................................ 164
Risk Management .................................................................................. 176
Sales Management ................................................................................. 160
Selling ..................................................................................................... 158
Services Marketing .................................................................................. 170
Special Topics in Marketing ................................................................. 175
Strategic Marketing - Cases .................................................................. 153
Strategic Marketing - Text ..................................................................... 152
Strategic Marketing - Text & Cases ........................................................ 153
Technology / Infrastructure .................................................................. 176
Travel and Tourism ................................................................................. 173
# MARKETING

## 2013

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Marketing</td>
<td>Alon</td>
<td>9780078029271</td>
<td>167</td>
</tr>
<tr>
<td>Strategic Marketing, 10e</td>
<td>Cravens</td>
<td>9780078028908</td>
<td>153</td>
</tr>
<tr>
<td>M: Marketing, 3e</td>
<td>Grewal</td>
<td>9780078028854</td>
<td>137</td>
</tr>
<tr>
<td>Consumer Behavior: Building Marketing Strategy, 12e</td>
<td>Hawkins</td>
<td>9780073530048</td>
<td>147</td>
</tr>
<tr>
<td>Marketing, 11e</td>
<td>Kerin</td>
<td>9780078028892</td>
<td>138</td>
</tr>
<tr>
<td>Marketing Management: A Strategic Decision-Making Approach, 8e</td>
<td>Mullins</td>
<td>9780078028793</td>
<td>149</td>
</tr>
<tr>
<td>Preface to Marketing Management, 13e</td>
<td>Peter</td>
<td>9780078028847</td>
<td>150</td>
</tr>
<tr>
<td>Annual Editions: Marketing 12/13, 35e</td>
<td>Richardson</td>
<td>9780073528700</td>
<td>144</td>
</tr>
<tr>
<td>Services Marketing, 6e</td>
<td>Zeithaml</td>
<td>9780078112058</td>
<td>170</td>
</tr>
</tbody>
</table>

## 2012

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>M: Advertising</td>
<td>Arens</td>
<td>9780078028915</td>
<td>154</td>
</tr>
<tr>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective, 9e</td>
<td>Belch</td>
<td>9780073404868</td>
<td>155</td>
</tr>
<tr>
<td>Marketing, 3e</td>
<td>Grewal</td>
<td>9780078028830</td>
<td>138</td>
</tr>
<tr>
<td>Foundations of Marketing, 4e [UK]</td>
<td>Jobber</td>
<td>9780077137014</td>
<td>138</td>
</tr>
<tr>
<td>Public Relations: The Profession and the Practice, 4e</td>
<td>Lattimore</td>
<td>9780073512051</td>
<td>174</td>
</tr>
<tr>
<td>Retailing Management, 8e</td>
<td>Levy</td>
<td>9780073530024</td>
<td>164</td>
</tr>
<tr>
<td>Essentials of Marketing, 13e</td>
<td>Perreault</td>
<td>9780078028885</td>
<td>139</td>
</tr>
<tr>
<td>Annual Editions: Marketing 11/12, 34e</td>
<td>Richardson</td>
<td>9780073528649</td>
<td>144</td>
</tr>
<tr>
<td>Product Design and Development, 5e</td>
<td>Ulrich</td>
<td>9780073404776</td>
<td>164</td>
</tr>
</tbody>
</table>

## 2011

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>ISBN</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising and Promotion: An Integrated Marketing Communicaition Perspective, 2e [Aust]</td>
<td>Belch</td>
<td>9780070997981</td>
<td>157</td>
</tr>
<tr>
<td>Marketing Research, 3e [Aust]</td>
<td>Hair</td>
<td>9780070997585</td>
<td>145</td>
</tr>
<tr>
<td>Sales and Distribution Management, 2e [India]</td>
<td>Havaldar</td>
<td>9780071077965</td>
<td>160</td>
</tr>
<tr>
<td>Retail Store Operations [India]</td>
<td>Lyer</td>
<td>9780070700840</td>
<td>165</td>
</tr>
<tr>
<td>Customer Relationship Management [India]</td>
<td>Makkar</td>
<td>9780071333313</td>
<td>175</td>
</tr>
<tr>
<td>Principles of Services Marketing, 6e [UK]</td>
<td>Palmer</td>
<td>9780077129514</td>
<td>171</td>
</tr>
</tbody>
</table>
M: MARKETING
3rd Edition

By Dhruv Grewal and Michael Levy of Babson College

2013 (January 2012) / 448 pages
ISBN: 9780078028854
www.mhhe.com/grewalM3e

Adding Value to your Marketing Course. Marketers understand that even the best products and services will go unsold if they cannot communicate the value to the customer. Understanding this value-based approach is critical for marketing students today, and is at the forefront of this text, setting it apart. This approach is emphasized throughout the text, and demonstrated through the use of the Adding Value boxes found in each chapter. In their 3rd edition of M: Marketing, Grewal and Levy present a concise, impactful, and easy to read approach to Principles of Marketing. The text delivers value to both instructor and student through the engaging style and online assignment and assessment options. With monthly updates provided in a newsletter and the dynamic video program, the instructor support provided will bring marketing to life in any class setting.

NEW TO THIS EDITION

- New focus on social and mobile marketing within every chapter. Using examples such as Facebook (Chapter 1), Foursquare (Chapter 4), and LinkedIn (Chapter 6), these new boxes in each chapter emphasize the growing prevalence of social and mobile marketing.

- New! LearnSmart is now available within Connect® Marketing, and ensures your students are learning faster, studying more efficiently, and retaining more knowledge. It pinpoints concepts the student does not understand and maps out a personalized study plan for success. Based on students’ self-diagnoses of their proficiency, LearnSmart intelligently provides students with a series of adaptive questions. This provides students with a personalized one-on-one tutor experience.

- New! Interactive Presentations within Connect® Marketing are designed to reinforce learning by offering a visual presentation of the learning objectives highlighted in every chapter of the text. Interactive presentations are engaging, online, professional presentations (fully Section 508 compliant) covering the same core concepts directly from the chapter, while offering additional examples and graphics. These presentations teach students learning objectives in a multimedia format, bringing the course to life. They are a great prep tool for students — when a student is better prepared, they are more engaged and better able to participate in class.

- New integrated, media-rich eBook: A Web-optimized eBook is seamlessly integrated within ConnectPlus where students can access Interactive Presentations and test their knowledge through quizzes to enhance their learning experience, directly within the pages of the text. Students can highlight, take notes, or even access shared instructor’s notations to learn course material. The integrated eBook provides students with a cost-saving alternative to the traditional textbook.

- New Videos! The following eight videos are new to the Video DVD:
  - Jeans (Chapter 1)
  - Two segments on Home Shopping Network (Chapters 2 and 16)
  - Two segments on Ford: Analyzing the Market and Advertising (Chapters 4 and 17)
  - Yelp.com (Chapter 5)
  - Two segments on Sweetwater (Chapters 12 and 18)
  - New video guide to accompany the Video DVD! With a brief summary of each video and discussion questions with suggested responses, this guide provides instructors what they need to use the videos in an engaging classroom setting.
  - Integrity Campus is a service that makes class time available all the time by automatically capturing every lecture in a searchable format for students to review when they study and complete assignments. With a simple one-click start and stop process, you capture all computer screens and corresponding audio. Students replay any part of any class with easy-to-use browser-based viewing on a PC or Mac.
  - Blackboard Partnership — McGraw-Hill and Blackboard have teamed up to simplify your life. Now you and your students can access Connect and Create right from within your Blackboard course — all with one single sign-on. The gradebooks are seamless, so when a student completes an integrated Connect assignment, the grade for that assignment automatically (and instantly) feeds your Blackboard grade center. Learn more at www.domorenow.com.
  - CREATE, our NEW Custom Textbook Option Craft your teaching resources to match the way you teach! With McGraw-Hill Create, www.mcgrawhillcreate.com, you can easily rearrange chapters, combine material from other content sources, and quickly upload content you have written like your course syllabus or teaching notes. Find the content you need in Create by searching through thousands of leading McGraw-Hill textbooks. Arrange your book to fit your teaching style. Create even allows you to personalize your book’s appearance by selecting the cover and adding your name, school, and course information. Order a Create book and you’ll receive a complimentary print review copy in 3–5 business days or a complimentary electronic review copy (eComp) via email in about one hour. Go to www.mcgrawhillcreate.com today and register. Experience how McGraw-Hill Create empowers you to teach your students your way.

CONTENTS

Section 1 Assessing the Marketplace
1. Overview of Marketing
2. Developing Marketing Strategies and a Marketing Plan
3. Marketing Ethics
4. Analyzing the Marketing Environment

Section 2 Understanding the Marketplace
5. Consumer Behavior
7. Global Marketing

Section 3 Targeting the Marketplace
8. Segmentation, Targeting, and Positioning
9. Marketing Research and Information Systems

Section 4 Value Creation
10. Product, Branding, and Packaging Decisions
11. Developing New Products
12. Services the Intangible Product

Section 5 Value Capture
13. Pricing Concepts for Establishing Value

Section 6 Value Delivery: Designing the Channel and Supply Chain
14. Supply Chain Management
15. Retailing and Multichannel Marketing

Section 7 Value Communication
16. Integrated Marketing Communications
17. Advertising, Public Relations, and Sales Promotions
18. Personal Selling and Sales Management
Marketing

MARKETING
11th Edition
By Roger A Kerin, Southern Methodist University, Steven W Hartley, University of Denver and William Rudelius, University of Minnesota-Minneapolis
2013 (January 2012) / 800 pages
ISBN: 9780078028892
www.mhhe.com/kerin11e
(Details unavailable at press time)

MARKETING
3rd Edition
By Dhruv Grewal and Michael Levy of Babson College
2012 (January 2011) / 720 pages
ISBN: 9780078028830
www.mhhe.com/Grewal3e

Grewal/Levy was designed for today’s changing student population. It has a strong emphasis on experiential learning and focuses on the value that marketers create for the firm. This textbook also provides students with hands-on learning tools through Connect Marketing, and provides professors up to date tools every month through the monthly newsletter. It has a strong emphasis on experiential learning and focuses on the value that marketer’s create for the firm. In addition the authors have incorporated the theme of Entrepreneurship throughout the text, building on Babson’s reputation as the top school for entrepreneurship in the country. As one of the shortest of the hardback books on the market Grewal also fits the changing needs of professors to present a more concise look at key marketing concepts.

NEW TO THIS EDITION
- Connect Marketing is McGraw-Hill’s web-based assignment and assessment platform that connects instructors and students to their coursework. NEW features have been added to Connect Marketing exclusively for the third edition of Grewall/Levy:
  - Interactive Presentations (PREP): Interactive Presentations cover the same learning objectives and concepts directly from the chapter and teach students the core Learning Objectives in a multi-media format, bringing the course to life. Interactive presentations are a great prep tool for students – when students are better prepared, they are more engaged and better equipped to participate in class.
  - LearnSmart (STUDY): The LearnSmart adaptive self-study technology within Connect Marketing provides students with a seamless combination of practice, assessment, and remediation for every concept in the textbook. This learning aid is designed to meet the individual needs of each student, adapting to their performance and personalizing a study plan to guide them toward mastery.
  - Auto-Grading Interactive Applications (ASSESS): Interactive Applications within Connect Marketing engage students beyond simple reading and recall. Students practice key concepts by applying them with these textbook-specific interactive applications in every chapter, which are followed up with a concept check to encourage critical thinking.

- Correlation Guide:
  www.mhhe.com/mhcp/CorrelationGuides/AE_Marketing_1112.pdf

This convenient guide matches the units in Annual Editions: Marketing 11/12 with the corresponding chapters in three of our best-selling McGraw-Hill Marketing textbooks by Kerin et al. and Grewall/Levy.

CONTENTS
Chapter 1: Overview of Marketing
Chapter 2: Developing Marketing Strategies and a Marketing Plan
Chapter 3: Marketing Ethics
Chapter 4: Analyzing the Market Environment
Chapter 5: Consumer Behavior
Chapter 6: Business-to-Business Marketing
Chapter 7: Global Marketing
Chapter 8: Segmentation, Targeting, and Positioning
Chapter 9: Marketing Research
Chapter 10: Product, Branding, and Packaging Decisions
Chapter 11: Developing New Products
Chapter 12: Services: The Intangible Product
Chapter 13: Pricing Concepts for Establishing Value
Chapter 14: Strategic Pricing Methods
Chapter 15: Supply Chain And Channel Management
Chapter 16: Retailing And Multichannel Marketing
Chapter 17: Integrated Marketing Communications
Chapter 18: Advertising, Public Relations, And Sales Promotions
Chapter 19: Personal Selling And Sales Management

FOUNDATIONS OF MARKETING
4th Edition
By David Jobber, University of Bradford School of Management and John Fahy, University of Limerick
2012 (February 2012)
ISBN: 9780077137014
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/jobber

Foundations of Marketing, Fourth Edition, is a fully revised and updated edition of the highly successful text by John Fahy and David Jobber. Devised to offer comprehensive coverage for a short course in marketing, Foundations of Marketing retains its concise twelve chapter structure. The book offers a rigorous but accessible introduction, covering the core marketing curriculum in an engaging style that routinely demonstrates how marketing affects our everyday lives, considering both the decisions we make as consumers, and decisions marketing professionals would make in response to their customers. Fully revised and updated, this edition offers a closer focus on the value of marketing and its impact. The new edition also takes a more critical approach that questions and engages with current debates. Topic highlights of the fourth edition include widespread coverage of the huge impact of social media on the sphere of marketing, a fresh look at new techniques of marketing research used in real organizations, and a contemporary perspective on the growing service segment of the world economy.

Chapter 1: Overview of Marketing
Chapter 2: Developing Marketing Strategies and a Marketing Plan
Chapter 3: Marketing Ethics
Chapter 4: Analyzing the Market Environment
Chapter 5: Consumer Behavior
Chapter 6: Business-to-Business Marketing
Chapter 7: Global Marketing
Chapter 8: Segmentation, Targeting, and Positioning
Chapter 9: Marketing Research
Chapter 10: Product, Branding, and Packaging Decisions
Chapter 11: Developing New Products
Chapter 12: Services: The Intangible Product
Chapter 13: Pricing Concepts for Establishing Value
Chapter 14: Strategic Pricing Methods
Chapter 15: Supply Chain And Channel Management
Chapter 16: Retailing And Multichannel Marketing
Chapter 17: Integrated Marketing Communications
Chapter 18: Advertising, Public Relations, And Sales Promotions
Chapter 19: Personal Selling And Sales Management
diverse as Lady Gaga, Guinness and Gap. New Social Media boxes cover LinkedIn, Facebook, Groupon and more. The fourth edition’s case studies are all new, featuring brands from varying segments and countries, including H and M, Subway, Carlsberg, Rolex and Jamie Oliver. The new edition is supported by a superlative resource package to support lecturers and students, with exciting new videos linked to the case material, case and tutorial support and the integration of McGraw-Hill’s Connect learning solution. Connect offers gradeable interactive activities, cases, self study quizzes, and a variety of tools to help students to master their marketing module.

CONTENTS
1. The nature of marketing
2. The global marketing environment
3. Understanding customer behaviour
4. Market Information (previously Marketing research and information systems)
5. Market segmentation, targeting and positioning
Part 2: Creating Customer Value
6. Value through products & brands (previously Brand and product management)
7. Value through services, relationships & experiences (previously Service marketing management)
8. Value through price (previously Pricing strategy)
Part 3: Delivering and managing customer value
9. IMC 1: mass communications techniques
10. IMC 2: direct communications techniques
11. Distribution management
12. Marketing planning and strategy

NEW TO THIS EDITION

¢ Brand new features in Connect® Marketing, McGraw-Hill’s web-based assignment and assessment platform connect you and your students to the coursework, including LearnSmart, an adaptive student study partner. Popular Interactive Applications provided for each chapter of the textbook have been retained and show students how to “do” marketing, stimulate critical thinking, and reinforce key concepts. Students receive immediate feedback and can track their progress in their own report.
¢ Social media community for instructors and students: New with this edition are a twitter feed and facebook page that support both instructors and students. The authors also continue to post to a blog (Teach the 4 Ps, www.teachthe4ps.com) tied to the text’s monthly newsletters where instructors can access videos, cases, and current articles to use in class discussion. The blog is continuously updated and features a comments section where professors can interact with the authors and each other. A student version, Learn the 4 Ps (www.learnthe4ps.com), is also available.
¢ New Cases: In order to keep the course material fresh, all of the cases at the back of the book have been updated, edited, revised, and/or replaced with new ones.
¢ New Videos: Eight new full-length videos and video cases for use in class-to increase student involvement. These are in addition to the more than 135 video clips and 27 full-length videos that already exist with the text.
¢ Shorter, more concise chapters: The entire text has been critically revised, updated, and rewritten. The authors have carefully consolidated and reorganized, and sometimes made the difficult decision to cut topics to make the book shorter and even more readable.
¢ Expanded coverage of the latest topics in marketing, including:
The evolution of media including mobile advertising, blogs, social media like Facebook, and various forms of advertising on the Internet.

The role and process of customers’ search for information on the Internet—and its implications for marketing strategy.

The influence of word-of-mouth and how it has changed in the era of the Internet and customer review sites.

The needs of customers in emerging markets and developing countries—and how some organizations are meeting those customer needs.

The use of innovation and idea generation for new products and marketing mix elements—and how they’ve become key sources of competitive advantage.

The evolving nature of retailing on the Internet—as firms better understand what works and what doesn’t—and successful strategies that have emerged.

Lifetime customer value and customer equity.

The use of online tools like customer communities in the marketing research process.

Effective e-commerce innovations and changes in marketing over the Internet.

The costs and benefits of different approaches for customer acquisition and retention.

Relationship building in marketing.

Customer service and customer retention.

Ethical issues and the social impacts of marketing and macro-marketing.

The importance of providing superior customer value as the means to achieve customer satisfaction and competitive advantage.

Uses of the Internet and other technology in organizational buying.

Low-cost methods for conducting marketing research and the use of specialized search engines.

The increasing emphasis on design in product development.

The circumstances when using direct channels of distribution make sense—and how to manage channel conflict that might come about when direct and indirect channels are used in combination.

Increasing customer use of multiple channels in shopping and how firms respond with and manage multichannel distribution approaches.

Promotional campaigns that use viral communications to generate “buzz” among consumers.

New and emerging applications of customer relationship management databases and tools.

CONTENTS
Chapter 1: Marketing’s Value to Customers, Firms, and Society
Chapter 2: Marketing Strategy Planning
Chapter 3: Evaluating Opportunities in the Changing Marketing Environment
Chapter 4: Focusing Marketing Strategy with Segmentation and Positioning
Chapter 5: Final Consumers and Their Buying Behavior
Chapter 6: Business and Organizational Customers and Their Buying Behavior
Chapter 7: Improving Decisions with Marketing Information
Chapter 8: Elements of Product Planning for Goods and Services
Chapter 9: Product Management and New-Product Development
Chapter 10: Place and Development of Channel Systems
Chapter 11: Distribution Customer Service and Logistics
Chapter 12: Retailers, Wholesalers, and Their Strategy Planning
Chapter 13: Promotion-Introduction to Integrated Marketing Communications
Chapter 14: Personal Selling and Customer Service
Chapter 15: Advertising, Publicity, and Sales Promotion
Chapter 16: Pricing Objectives and Policies
Chapter 17: Price Setting in the Business World
Chapter 18: Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges
Appendix A—Economics Fundamentals
Appendix B—Marketing Arithmetic
Appendix C—Career Planning in Marketing

MARKETING
10th Edition
By Roger A Kerin, Southern Methodist University, Steven W Hartley, University of Denver and William Rudelius, University of Minnesota
2011 (January 2010) / 800 pages
ISBN: 9780073529936

Marketing 10e by Kerin, Hartley 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. Marketing utilizes a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below:

High Engagement Style - Easy-to-read, interactive, writing style that engages students through active learning techniques.

Personalized Marketing - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—that allows students to personalize marketing and identify possible career interests.

Marketing Decision Making – The use of extended examples, cases, and videos involving people making marketing decisions.

Integrated Technology - The use of powerful technical resources and learning solutions.

Traditional and Contemporary Coverage - Comprehensive and integrated coverage of traditional and contemporary concepts.

Rigorous Framework - A pedagogy based on the use of Learning Objectives, Learning Reviews, Learning Objectives Reviews, and supportive student supplements.

CONTENTS
Part 1 Initiating the Marketing Process
1 Creating Customer Relationships and Value through Marketing
2 Developing Successful Marketing and Organizational Strategies
APPENDIX A Building an Effective Marketing Plan
3 Scanning the Marketing Environment
4 Ethical and Social Responsibility in Marketing
Part 2 Understanding Buyers and Markets
5 Understanding Consumer Behavior
6 Understanding Organizations as Customers
7 Understanding and Reaching Global Consumers and Markets
Part 3 Targeting Marketing Opportunities
8 Marketing Research: From Customer Insights to Actions
9 Market Segmentation, Targeting, and Positioning
Part 4 Satisfying Marketing Opportunities
10 Developing New Products and Services
11 Managing Successful Products and Brands
12 Services Marketing
13 Building the Price Foundation
14 Arriving at the Final Price
APPENDIX B Financial Aspects of Marketing
15 Managing Marketing Channels and Wholesaling
16 Customer-Driven Supply Chain and Logistics Management
17 Retailing
18 Integrated Marketing Communications and Direct Marketing
19 Advertising, Sales Promotion, and Public Relations
20 Personal Selling and Sales Management
Part 5 Managing the Marketing Process
21 Implementing Interactive and Multichannel Marketing
MARKETING
A Practical Approach, 7th Edition
By Peter Rix, Macleay College
2010 (August 2010) / 576 pages
ISBN: 9780070287006
McGraw-Hill Australia Title
www.mhhe.com/au/rix7e

Marketing: A Practical Approach 7th Edition by Peter Rix has a successful, award-winning pedigree. For twenty years it has stood out from the pack, providing VET teachers and students with a comprehensive, no-nonsense approach to the principles of modern marketing. Peter Rix’s unique combination of expertise and experience in the worlds of both VET and marketing result in a truly outstanding text. The seventh edition builds on the strengths of its previous editions and examines the key trends that are changing the way marketers practise their craft. The text is supported by an Online Learning Centre which will be updated each semester to ensure content remains current and relevant.

CONTENTS
Part 1: Modern Marketing
1. The field of marketing
2. The marketing environment
3. Gathering marketing information
Part 2: Understanding Markets
4. Market segmentation, targeting and positioning
5. Understanding the consumer market
6. Understanding the business market
Appendix A: International Markets
Part 3: The Marketing Mix
7. Product planning and development
8. Product management strategies
9. Service marketing strategies
10. Pricing strategies
11. Distribution strategies
Appendix B: Retailing and wholesaling
12. The promotional plan
Appendix C: Marketing planning models
Appendix D: Measuring marketing programs

MARKETING IN ASIA
By Roger Kerin, Southern Methodist University, Steven Hartley, University of Denver, William Rudelius, University of Minnesota and Lau Geok Thong, National University of Singapore
2009 (July 2009)
ISBN: 9780071274258
An Asia Publication
www.mheducation.asia/ole/kerinlau

Marketing in Asia in an Asian adaptation of Marketing, 9e by Kerin, Hartley and Rudelius. Marketing in Asia continues the tradition of the US versions of Marketing in 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.

CONTENTS
Part 1: Initiating the Marketing Process
1 Creating Customer Relationships and Value through Marketing
2 Developing Successful Marketing and Corporate Strategies
Appendix A: Building an Effective Marketing Plan
3 Scanning the Marketing Environment
4 Ethics and Social Responsibility in Marketing

PRINCIPLES AND PRACTICE OF MARKETING
6th Edition
By David Jobber, University of Bradford
2009 (December 2009)
ISBN: 9780077123307
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbook/jobber

Principles and Practice of Marketing truly sets the benchmark for achievement in introductory marketing courses. David Jobber’s clear writing style, engaging examples and comprehensive coverage of all the essential concepts combine to make this book a trusted and stimulating choice to support your course. This sixth edition is fully updated to offer a contemporary perspective on marketing, with the latest digital developments and both ethical and economic accountability emphasised throughout. You’ll find this book packed with examples of marketing practice in well-known companies, brought to life through real print, video and online advertising samples.

CONTENTS
1. Fundamentals of Modern Marketing Thought
2. Marketing in the modern organization
3. Marketing planning: an overview of marketing
4. Marketing Analysis
5. The marketing environment
6. Understanding consumer behaviour
7. Understanding organizational buying behaviour
8. Understanding marketing ethics and corporate social responsibility
9. Marketing research and information systems
10. Market segmentation and positioning
11. Managing New Products and Services
12. Managing Services
13. Building the Price Foundation
14. Arriving at the Final Price
Appendix B Financial Aspects of Marketing
15. Managing Marketing Channels and Wholesaling
16. Integrating Supply Chain and Logistics Management
17. Retailing
18. Integrated Marketing Communications and Direct Marketing
19. Advertising, Sales Promotion, and Public Relations
20. Personal Selling and Sales Management
21. Implementing Interactive and Multichannel Marketing
22. Pulling It All Together: The Strategic Marketing Process
Appendix C Planning a Career in Marketing
Appendix D Supplementary Cases
Glossary
Learning Review Answers
Chapter Notes
Credits
Name Index
Company/Product Index
Subject Index
11. Developing new products Price
12. Pricing strategy Promotion
13. Advertising
14. Personal selling and sales management
15. Direct marketing
16. Other promotional mix methods Place
17. Distribution
18. Digital marketing
19. Competition and Marketing
20. Competitive marketing strategy
21. Marketing Implementation and Application
22. Services marketing
23. International marketing
Glossary
Companies and brands index
Subject index

MARKETING CHANNELS
A Malaysian Experience
By Mohd Roslin Rosminah and Tony Proctor
2009 (July 2009) / 236 pages
ISBN: 9789833850631
An Asian Publication

Marketing Channels: A Malaysian Experience provides a local flavour to one of the elements of the marketing mix – the channel of distribution as a strategic marketing application tool. Marketing channels have been an area of marketing that is often neglected by both practitioners and academics as a key contributor to the development of strategic marketing. As such, this book provides relevant coverage of key distribution applications pertinent to the development of effective marketing strategies. The book Marketing Channels integrates theory and practices in the simplest manner which will enable the readers, who have yet to be fully exposed to the concepts and practices of marketing channels to understand fairly easily and internalise the pertinent points of marketing channels. The book is appropriate for use by undergraduate students and graduate students who have never had a basic understanding of marketing channel concepts.

FEATURES

- Integrates marketing channel theory and practices through fairly simple illustrations of cases and situational analysis
- Highlights key concepts of marketing channels relevant to the Malaysian channel scenario
- Includes pertinent marketing channel concepts like relationship marketing, administrative structures and channel evaluation that are not commonly emphasized by channel text books focusing on principles and concepts
- Includes simple-to-understand case studies and short situations as illustrations of channel practices

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
ISBN: 9780071108119 [IE with OLC and Premium Content Card]
www.mhhe.com/bearden07

CONTENTS
Part One: Marketing in a Dynamic Environment
1. An Overview of Contemporary Marketing
2. The Global Marketing Environment
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
16. An Overview of Marketing Communications
17. Advertising and Public Relations
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

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: 9780071108355 [IE with OLC Premium Content Card]
www.mhhe.com/etzel14e

CONTENTS
Part I: Nature and Scope of Marketing
1. The Field of Marketing
2. The Dynamic Marketing Environment
3. Global Markets and Marketing
Part II: Identifying and Selecting Markets
4. Consumer Markets and Buying Behavior
5. Business Markets and Buying Behavior
6. Market Segmentation, Targeting and Positioning
7. Marketing Research and Market Information
Part III: Product
8. Product Planning and Development
Marketing

9. Product-Mix Strategies
10. Brands, Packaging, and Other Product Features
11. Services Marketing

Part IV: Price
12. Price Determination
13. Pricing Strategies

Part V: Distribution
14. Channels of Distribution
15. Retailing
16. Wholesaling and Physical Distribution

Part VI: Promotion
17. Integrated Marketing Communications
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

ANNUAL EDITIONS: MARKETING 11/12
34th Edition

By John E. Richardson, Pepperdine University – Los Angeles

2012 (January 2011) / 224 pages
ISBN: 9780073528649

www.mhhe.com/annualeditions

The Annual Editions series is designed to provide convenient, inexpensive access to a wide range of current articles from some of the most respected magazines, newspapers, and journals published today. Annual Editions are updated on a regular basis through a continuous monitoring of over 300 periodical sources. The articles selected are authored by prominent scholars, researchers, and commentators writing for a general audience. The Annual Editions volumes have a number of common organizational features designed to make them particularly useful in the classroom: a general introduction; an annotated table of contents; a topic guide; an annotated listing of selected World Wide Web sites; and a brief overview for each section. Each volume also offers an online Instructor’s Resource Guide with testing materials. Using Annual Editions in the Classroom is a general guide that provides a number of interesting and functional ideas for using Annual Editions readers in the classroom. Visit www.mhhe.com/annualeditions for more details.

NEW TO THIS EDITION
- Assess Your Progress offers study questions for students at the end of each article.
- Learning Outcomes for each Unit are presented in the form of questions.

CONTENTS
Preface
Correlation Guide
Topic Guide
Internet References

Unit 1: Marketing in the 2000s and Beyond
Eighteen selections examine the current and future status of marketing, the marketing concept, service marketing, and marketing ethics.

A. CHANGING PERSPECTIVES
1. Hot Stuff
2. Evolve
3. The Unmarketables
4. Six Strategies for Successful Niche Marketing
5. The Secrets of Marketing In a Web 2.0 World
6. The Branding Sweet Spot
B. THE MARKETING CONCEPT
7. Putting Customers First: Nine Surefire Ways to Increase Brand Loyalty
8. Making the Most of Customer Complaints
9. When Service Means Survival
10. Become the Main Attraction
C. SERVICES & SOCIAL MARKETING
11. Beyond Products
12. Imaginative Service
Marketing - Software

INTERNATIONAL EDITION

MARKETING GAME!  
3rd Edition
By Charlotte Mason and William Perreault of University of North Carolina
2002 / 128 pages  

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 objectives, 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

MARKETING RESEARCH
3rd Edition
By Joseph Hair, Kennesaw State University, Bryan 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
2011 (September 2011)
ISBN: 9780070997585

McGraw-Hill Australia Title

Hair, Lukas & Miller, Marketing Research 3e is a concise approach to the dynamic field of marketing research. Professor Bryan Lukas, University of Melbourne and Emeritus Professor Ken Miller, University of Technology Sydney, provide a comprehensive and managerially relevant discussion of the key principles in marketing research. The text is packed with real-world examples of industry experience demonstrating the value of marketing research to strategic marketing decision making. This edition is thoroughly updated including two brand new chapters on Information Driven Technology and The Research Process and Making Sense of Qualitative Data. Hair, Lukas & Miller offer students the marketing research tools and skills necessary to solve business decision problems. Students have access to theory, cases, exercises and artwork with well-structured, clear and accessible writing.

NEW TO THIS EDITION

✓ New chapters covering Interviews (Chapter 4) and Focus Groups (Chapter 5)
✓ New! Appendix on careers in marketing research

CONTENTS
INTRODUCTION
1. Overview of marketing research
PART ONE – MARKETING RESEARCH STEP 1: DETERMINE THE SCOPE FOR MARKETING RESEARCH
1. Decision problems, research questions, research objectives and information
3. Primary data or secondary data: a case for the latter
PART TWO – MARKETING RESEARCH STEP 2: SELECT THE...
MARKET RESEARCH METHOD
4. Interviews
5. Focus groups
6. Observation methods
7. Making sense of qualitative data
8. Descriptive research designs using surveys
9. Experiments and test markets
10. Sampling; theory, methods and issues in marketing
11. Construct measurement
12. Questionnaires and supplements
PART THREE – MARKETING RESEARCH STEP 3: COLLECT AND PREPARE THE DATA
13. Coding, editing and preparing data for analysis
PART FOUR – MARKETING RESEARCH STEP 4: ANALYSE THE DATA
14. Data analysis: testing for difference
15. Data analysis: testing for association
16. Data analysis: testing for interdependence
PART FIVE– MARKETING RESEARCH STEP 5: TRANSFORM THE ANALYSIS RESULTS INTO INFORMATION
17. Preparing the marketing research report
PART SIX – MARKETING RESEARCH STEP 6: MANAGE CUSTOMER VALUE WITH MARKETING RESEARCH
18. Information-driven technology and the research process
19. Marketing intelligence and database research
20. Marketing decision support systems and marketing research

INTERNATIONAL EDITION
ESSENTIALS OF MARKETING RESEARCH
2nd Edition
By Joseph Hair, Louisiana State University; Mary Wolfenbarger, California State University—Long Beach; Robert Bush, University of Louisiana at Lafayette and David Ortnan, University of South Florida-Tampa
2010 (December 2009) / 416 pages
ISBN: 9780073404820
ISBN: 9780071220286 [IE]
www.mhhe.com/hairessentials2e

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 a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives students a strong command of market research principles, while being short enough to use alongside cases or projects.

CONTENTS
Part 1: The Role and Value of Marketing Research Information
Chapter 1—Marketing Research for Managerial Decision Making
Chapter 2—The Marketing Research Process and Proposals
Part 2: Designing the Marketing Research Project
Chapter 3—Secondary Data, Literature Reviews and Hypotheses
Chapter 4—Exploratory Research Designs and Data Collection Approaches
Chapter 5—Descriptive and Causal Research Designs
Part 3: Gathering and Collecting Accurate Data
Chapter 6—Sampling: Theory and Methods
Chapter 7—Measurement and Scaling
Chapter 8—Designing the Questionnaire
Part 4: Data Preparation, Analysis and Reporting the Results
Chapter 9—Qualitative Data Analysis
Chapter 10—Preparing Data for Quantitative Analysis
Chapter 11—Basic Data Analysis for Quantitative Research
Chapter 12—Examining Relationships in Quantitative Research
Chapter 13—Reporting and Presenting Results

MARKETING RESEARCH
4th Edition
By Joseph Hair, Louisiana State University—Baton Rouge, Robert P. Bush, University of Louisiana at Lafayette and David J. Ortinau of University of South Florida—Tampa
2009 (November 2008) / 736 pages
ISBN: 9780073404707
ISBN: 9780071270106 [IE]
www.mhhe.com/hair4e

Marketing Research, 4/e takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. This new edition was written to meet the needs of students through additional coverage of qualitative methods, emphasis on applied research projects as well as cases studies or exercises at the end of the chapters. The text is concise, highly readable and value-priced, yet it delivers the basic knowledge needed for an introductory text. The authors provide the student with an exciting, up-to-date text and an extensive supplement package.

CONTENTS
Part 1: The Role and Value of Marketing Research
Chapter 1: Marketing Research and Managerial Decision Making
Chapter 2: Overview of the Research Process and Research Proposals
Chapter 3: Information Driven Technology and the Research Process
Chapter 4: Market Intelligence and Database Research
Part 2: Designing Marketing Research Projects
Chapter 5: Secondary Research: Designs, Searches and Sources
Chapter 6: Exploratory Research using Qualitative and Observation Methods
Chapter 7: Analyzing and Reporting Qualitative Research
Chapter 8: Descriptive Research Designs Using Surveys
Chapter 9: Causal Research Designs and Test Markets
Part 3: Designing and Conducting Surveys
Chapter 10 Sampling: Theories, Designs, and Plans
Chapter 11: Overview Measurement: Construct Development and Scaling
Chapter 12: Advanced Measurement Designs for Survey Research
Chapter 13: Questionnaire Designs: Concepts and Issues
Part 4: Data Preparation, Analysis, and Reporting Results
Chapter 14: Preparing Survey Data for Analysis
Chapter 15: Data Analysis: Testing for Significant Differences
Chapter 16: Data Analysis: Testing for Associations
Chapter 17: Overview of Multivariate Analysis Methods
Chapter 18: Preparing and Presenting Marketing Research Reports
Marketing RESEARCH
By Donald R. Cooper, Florida Atlantic University—Boca Raton and
Pamela S. Schindler, Wittenberg University
2006
ISBN: 9780073054308 (with Student CD)
ISBN: 9780071115711 [IE with Student CD]
www.mhhe.com/cooper06

CONTENTS
Part 1 Introduction to Marketing Research
Chapter 1 The Role of Research in Marketing
Chapter 2 The Marketing Research Industry
Chapter 3 Thinking Like a Researcher
Chapter 4 The Marketing Research Process
Chapter 5 Clarifying the Research Question Through Secondary Data and Exploration
Appendix 5A: Searching a Bibliographic Database
Appendix 5B: Advanced Searching
Chapter 6 The Marketing Research Request and Proposal Process
Chapter 7 Ethics in Marketing Research
Part 2 The Design of Marketing Research
Chapter 8 Design Strategies
Chapter 9 Qualitative Research
Chapter 10 Observational Studies
Chapter 11 Survey Data Collection Methods
Chapter 12 Experiments and Test Markets
Appendix 12A: Complex Experimental Designs
Part 3 The Sources and Collection of Data
Chapter 13 Measurement
Chapter 14 Measurement Scales
Chapter 15 Surveys and Instruments
Chapter 16 Surveys and Instruments
Appendix 16A: Pretesting Options and Discoveries
Chapter 17 Determining Sample Size
Part 4 Discovering Insights: Analysis and Presentation of Data
Chapter 18 Data Preparation and Description & Exploration
Chapter 19 Exploring, Displaying, and Examining Data
Chapter 20 Hypothesis Testing
Chapter 21 Measures of Association
Chapter 22 Multivariate Analysis: An Overview
Appendix 22A: MindWriter and SimaltoPlus
Chapter 23 Presenting Insights and Findings
Appendixes A A Summary of Marketing Research to 1960
B Case Abstracts
C Focus Group Discussion Guide
D Direct Marketing Association Information Security Guidelines
E Nonparametric Significance Tests
F Selected Statistical Tables
References & Readings
Glossary
Credits and Acknowledgements
Indexes
Name/Company/Product Index Subject Index
This book takes 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.

Contents
Section 1 A Perspective on Consumer Behavior
1 Introduction to Consumer Behavior and Marketing Strategy
2 A Framework for Consumer Analysis
Section 2 Affect and Cognition and Marketing Strategy
3 Introduction to Affect and Cognition
4 Consumers’ Product Knowledge and Involvement
5 Attention and Comprehension
6 Attitudes and Intentions
7 Consumer Decision Making
Section 3 Behavior and Marketing Strategy
8 Introduction to Behavior
9 Conditioning and Learning Processes
10 Influencing Consumer Behaviors
Section 4 The Environment and Marketing Strategy
11 Introduction to the Environment
12 Cultural and Cross-Cultural Influences
13 Subculture and Social Class
14 Reference Groups and Family
Section 5 Consumer Behavior and Marketing Strategy
15 Market Segmentation and Product Positioning
16 Consumer Behavior and Product Strategy
17 Consumer Behavior and Promotion Strategy
18 Consumer Behavior and Pricing Strategy
19 Consumer Behavior, Electronic Commerce, and Channel Strategy
Notes
Glossary
Credits
Name Index
Subject Index

Marketing

Part Four Cases: Cases 4-1 through 4-8
Part Five: Organizations as Consumers
Chapter Nineteen: Organizational Buyer Behavior
Part Five Cases: Cases 5-1 through 5-2
Part Six: Consumer Behavior and Marketing Regulation
Chapter Twenty: Marketing Regulation and Consumer Behavior
Part Six Cases: Cases 6-1 through 6-2
Appendix A: Consumer Behavior Research Methods
Appendix B: Consumer Behavior Audit

Consumer Behavior
6th 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
2010 (November 2010)
ISBN: 9780070287099
McGraw-Hill Australia Title
www.mhhe.com/au/questercb6e

This is the sixth edition of the successful Australian adaptation of Consumer Behaviour by Quester et al (formerly Neal et al). Pascale Quester has taken the lead for this edition, along with Simone Pettigrew, and together these two greatly respected authors are a highly credible author team. They have produced a well-organised book that starts with the decision-making process before clearly articulating the various influences upon it. The text’s rich pedagogical package guides students’ exploration into the field of consumer behaviour through a student-friendly layout and design. Each chapter is enhanced by a suite of fresh new vignettes, case studies and advertisements, both global and local. Currency and accuracy are once again a strength of the text. Featuring all new case studies and exhibits, this new edition covers contemporary topics such as greenwashing, ethics and the impact of the Internet on consumer protection and privacy.

Contents
Introduction
1. Consumer behaviour and marketing strategy
PART ONE – CONSUMER DECISION PROCESS
2. Situational influences
3. Problem recognition
4. Information search
5. Evaluating and selecting alternatives
6. Outlet selection and product purchase
7. Post-purchase processes, customer satisfaction and consumer loyalty
PART TWO – INTERNAL INFLUENCES
8. Perception
9. Learning and memory
10. Motivation, personality and emotion
11. Attitude and attitude change
PART THREE – EXTERNAL INFLUENCES
12. Australasian society: demographics and lifestyles
13. Household structure and consumption behaviour
14. Group influence and communication
15. Social stratification
16. Culture and cross-cultural variations in consumer behaviour
PART FOUR – CONTEMPORARY TOPICS IN CONSUMER BEHAVIOUR
17. Business-to-business buying behaviour
18. Consumers and society

The second edition of Consumer Behaviour by Karen Webb is a hands-on, practical text exploring the individual, social and lifestyle influences on consumer motivation and using this information to help assess and devise marketing strategies. Consumer Behaviour 2e is written specifically for VET students and structured around Certificate IV Marketing in the new training package (BSB07). This new edition has been completely redesigned and streamlined to ensure effective learning and understanding. It includes new material on social marketing and e-communication as well updated illustrations and exhibits.

Consumer Behaviour 2e also features a new ‘Marketing In Focus’ component that gives a concise overview of topical cases at the beginning of each chapter. Each chapter also contains a summary, key terms and review questions. A supplement CD is available to lecturers containing all of the ads and graphics from the text. Also available are PowerPoint slides, Testbank and an Instructor Resource Manual.

Consumer Behaviour will be a core unit for Certificate IV Marketing in the new training package (BSB07).

CONTENTS

About the author
Preface
Acknowledgements
Chapter 1. Introduction
Chapter 2. Consumer Decision Making
Chapter 3. Organisational Decision Making
Chapter 4. Perception and Information Processing
Chapter 5. Learning & Memory
Chapter 6. Personality
Chapter 7. Motivation and Emotion
Chapter 8. Attitudes
Chapter 9. Lifestyles, Values and Culture
Chapter 10. Groups, Families and Household
Chapter 11. Situational Influences and the changing environment
Glossary
Copyright Acknowledgements
Index

The eighth edition of Marketing Management: A Strategic Decision-Making Approach, concentrates on marketing decision-making, rather than mere description of marketing phenomena. By providing specific tools and decision frameworks, it prepares its readers to hit the ground running and contribute tangibly to the marketing efforts of firms large and small. Drawing on its authors’ wealth of entrepreneurial and executive experience, along with their thought-leading research, the book provides an abundance of real-life examples of marketing decisions – both good and not-so-good – from around the world in companies ranging from entrepreneurial start-ups to multi-national giants. This 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.

NEW TO THIS EDITION

¢ New! – Updated Chapter 14 – As reflected in the new chapter title, Marketing Strategies for a Digitally Networked World, Chapter 14 has been thoroughly updated with a new focus on the nature of the digitally networked world in which we live and work, replacing the previous discussion of Internet marketing tools, which are well understood by today’s web-savvy readers. A new case vignette opens the chapter with a look at the burgeoning array of opportunities in the market for apps. In addition, throughout the chapter, dozens of new examples address the social networking phenomenon, mobile and location-based advertising, and other digital-world developments from a variety of perspectives.

¢ New! – Three new globally focused case vignettes – on marketing Coca-Cola in China (Chapter 1), on the marketing of the Tata Nano, the world’s least expensive automobile (Chapter 13), and on the strategy and global organizational structure that Swedish appliance-maker Electrolux employs (Chapter 17) – will provide our readers with new insights into marketing on today’s global stage.

¢ New! – Material to address four key trends that are sweeping the world of marketing theory and practice:

  • The greater interest of many of today’s students in the entrepreneurial field and in learning what they will need to run their own companies at any point in their careers.
  • The growing importance of rapidly-emerging markets like India and China on the global economic stage and the growing realization in companies everywhere that business today is a global industry.
  • The changing nature of marketing research. These changes are being brought by two factors: the power of the Internet to make many kinds of research both less expensive and faster to carry out, and by a growing recognition that understanding customer...
needs in today’s increasingly complex world requires more than a consumer survey administrator now and again.

- The growing ubiquity and power of social networks – Facebook, LinkedIn, Twitter and the like – which offer numerous opportunities for marketers of all kinds, whether companies with goods or services to market or political uprisings seeking to change the world.

- New! – Updates to Chapter 6 – throughout the chapter there are many changes in marketing research and forecasting, and also the growing clout of social networks and other Internet phenomena.

- In addition to those major changes – every chapter has undergone rigorous scrutiny, with materials refreshed and updated, new examples added, outdated ones removed, and some of the latest empirical evidence incorporated so readers know what works and what does not.

- MHCampus™: McGraw-Hill Campus™ is a new one-stop teaching and learning experience available to users of any learning management system. This institutional service allows faculty and students to enjoy single sign-on (SSO) access to all McGraw-Hill Higher Education materials, including the award winning McGraw-Hill Connect™ platform, from directly within the institution’s website. McGraw-Hill Campus™ provides faculty with instant access to all McGraw-Hill Higher Education teaching materials (e.g. eTextbooks, test banks, PowerPoint slides, animations and learning objects, etc.), allowing them to browse, Search, and use any instructor ancillary content in our vast library at no additional cost to instructor or students. Students enjoy SSO access to a variety of free (e.g. quizzes, flash cards, narrated presentations…etc.) and subscription based products (e.g. McGraw-Hill Connect™). With this program enabled, faculty and students will never need to create another account to access McGraw-Hill products and services. Learn more at www.mhcampus.com.

- Teegrity Campus is a service that makes class time available all the time by automatically capturing every lecture in a searchable format for students to review when they study and complete assignments. With a simple one-click start and stop process, you capture all computer screens and corresponding audio. Students replay any part of any class with easy-to-use browser-based viewing on a PC or Mac.

- CREATE, our NEW Custom Textbook Option Craft your teaching resources to match the way you teach! With McGraw-Hill Create, www.mcgrawhillcreate.com, you can easily rearrange chapters, combine material from other content sources, and quickly upload content you have written like your course syllabus or teaching notes. Find the content you need in Create by searching through thousands of leading McGraw-Hill textbooks. Arrange your book to fit your teaching style. Create even allows you to personalize your book’s appearance by selecting the cover and adding your name, school, and course information. Order a Create book and you’ll receive a complimentary print review copy in 3–5 business days or a complimentary electronic review copy (eComp) via email in about one hour. Go to www.mcgrawhillcreate.com today and register. Experience how McGraw-Hill Create empowers you to teach your students your way.

**CONTENTS**

Section 1: The Role of Marketing in Developing Successful Business Strategies

Chapter 1: The Marketing Management Process
Chapter 2: The Marketing Implications of Corporate and Business Strategies

Section 2: Market Opportunity Analysis

Chapter 3: Understanding Market Opportunities
Chapter 4: Understanding Consumer Buying Behavior
Chapter 5: Understanding Organizational Markets and Buying Behavior
Chapter 6: Measuring Market Opportunities: Forecasting and Market Knowledge
Chapter 7: Targeting Attractive Market Segments
Chapter 8: Differentiation and Brand Positioning

Section 3: Developing Strategic Marketing Programs

Chapter 9: Business Strategies: A Foundation for Marketing Program Decisions

Chapter 10: Product Decisions
Chapter 11: Pricing Decisions
Chapter 12: Distribution Channel Decisions
Chapter 13: Integrated Promotion Decisions

Section 4: Strategic Marketing Programs for Selected Situations

Chapter 14: Marketing Strategies for a Digitally Networked World
Chapter 15: Strategies for New and Growing Markets
Chapter 16: Strategies for Mature and Declining Markets

Section 5: Implementing and Controlling Marketing Programs

Chapter 17: Organizing and Planning for Effective Implementation
Chapter 18: Measuring and Delivering Marketing Performance

**Section 1--Essentials of Marketing Management**
PART A: INTRODUCTION
Chapter 1 Strategic Planning and the Marketing Management Process
PART B: MARKETING INFORMATION, RESEARCH, AND UNDERSTANDING THE TARGET MARKET
Chapter 2 Marketing Research: Process and Systems for Decision Making
Chapter 3 Consumer Behavior
This is a textbook that instructors can connect with and students can learn from, in that it pulls them into the world of marketing through real-world applications. This textbook stays current by covering the hottest topics in this course area, such as Customer Relationship Management and Metrics, in a user-friendly, non-encyclopedic format. Marshall/Johnston's Essentials of Marketing Management has taken great effort to represent marketing management the way it is actually practiced in successful organizations today. In our view, leading and managing the aspects of marketing to improve individual, unit, and organizational performance 'marketing management' is a core business activity. Its relevance is not limited to just marketing departments or marketing majors. And business students of all backgrounds should appreciate the impact of effective marketing management on their own professional careers as well on as the overall success of their organizations. Bottom line, the ability to do great marketing management is relevant to everyone in a firm.

CONTENTS

Part One Introduction to Marketing Management
Chapter 01 Marketing in Today's Global Business Milieu
Chapter 02 Elements of Marketing Strategy and Planning

Part Two Information Drives Marketing Decision Making
Chapter 03 Perspectives on CRM and Marketing Metrics
Chapter 04 Managing Marketing Information
Chapter 05 Understanding Customers: Business-to-Consumer Markets
Chapter 06 Understanding Customers: Business-to-Business Markets

Part Three Developing the Value Offering
Chapter 07 Segmentation, Target Marketing, Positioning
Chapter 08 The Product Experience: Product Strategy and Building the Brand
Chapter 09 The Product Experience: New-Product Development and Service
Chapter 10 Managing Pricing Decisions

Part Four Communicating and Delivering the Value Offering
Chapter 11 Managing Marketing Channels and the Supply Chain
Chapter 12 Points of Customer Interface: Bricks and Clicks
Chapter 13 Integrated Marketing Communications: Promotional Strategy, Advertising, Sales Promotion, and Public Relations
Chapter 14 Integrated Marketing Communications: Personal Selling, Direct Marketing, and Interactive Marketing

Glossary
Endnotes
Credits
Index

MARKETING MANAGEMENT
Text and Cases
By Chandrasekar
2010 (July 2010)
ISBN: 9780071067737
McGraw-Hill India Title

Marking Strategy, 7e is a focused, succinct 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. This text distinguishes itself from competitors by maintaining a strong approach to strategic decision making. The Seventh Edition helps students integrate what they have learned about analytical tools and the 4P’s 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.

CONTENTS

Section One: Introduction to Strategy
Chapter 1 Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies
Chapter 2 Corporate Strategy Decisions and Their Marketing Implications
Chapter 3 Business Strategies and Their Marketing Implications

Section Two: Opportunity Analysis
Chapter 4 Understanding Market Opportunities
Chapter 5 Measuring Market Opportunities: Forecasting and Market Knowledge
Chapter 6 Targeting Attractive Market Segments
Chapter 7 Differentiation and Brand Positioning

Section Three: Formulating Marketing Strategies
Chapter 8 Marketing Strategies for New Market Entries
Chapter 9 Strategies for Growth Markets
Chapter 10 Strategies for Mature and Declining Markets
Chapter 11 Marketing Strategies for the New Economy

Section Four: Implementation and Control
Chapter 12 Organizing and Planning for Effective Implementation
Chapter 13 Measuring and Delivering Marketing Performance
Strategic Marketing - Text & Cases

Chapter 5 Capabilities For Learning About Customers and Markets
Cases for Part II
Part III: Designing Market-Driven Strategies
Chapter 6 Market Targeting and Strategic Positioning
Chapter 7 Strategic Relationships
Chapter 8 Innovation and New Product Strategy
Cases for Part III
Part IV: Market-Driven Program Development
Chapter 9 Strategic Brand Management
Chapter 10 Value Chain Strategy
Chapter 11 Pricing Strategy
Chapter 12 Promotion, Advertising and Sales Promotion Strategies
Chapter 13 Sales Force, Internet and Direct Marketing Strategies
Cases for Part IV
Part V: Implementing and Managing Market-Driven Strategies
Chapter 14 Designing Market-Driven Organizations
Chapter 15 Marketing Strategy Implementation and Control
Appendix 15A Marketing Metrics
Cases for Part V
Part VI: Comprehensive Cases

THE CHINA CASEBOOK
By Wilfried Vanhonacker
2004 / 368 pages
ISBN: 9780071237628
An Asian Publication

The China Casebook contains 20 case studies which span various industries, from services to fast-moving consumer goods. Some of the companies are local Chinese enterprises while others are foreign investment enterprises. Collectively, the issues raised in the cases cover most of the strategic and operational ones companies that operate in China run into. As not all cases are success stories, the comprehensive set highlights the dos and don’ts of operating in China. Besides being an excellent basis for course development, the casebook also provides stimulating reading for all interested in and actually doing business in China.

CONTENTS
The China Casebook
Preface
Acknowledgments
About the Author
Synopsis of the Cases
China 2000: An Overview
1. CRE Beverage Ltd.: South African Breweries’ Strategy in China
2. Hong Kong’s Airport Express Train
3. Beijing Textile Group
4. Looking into a Mirror or through a Glass? Understanding Cultural Differences in Foreign-funded Enterprises in China
5. Cyberway Computer Communications Co. Ltd.
6. Fudjian Industrial Securities Company
7. Hang Cheong Surveyors Ltd.
8. Kodak in China (A)
9. Kodak in China (B): A Billion for a Billion
10. Kodak in China (C)
11. Shanghai Museum
12. Guangzhou Peugeot Automobile Co. Ltd.: Partnership Breakdown
13. Roland Berger (Shanghai) International Management Consultants Ltd.
14. Shanghai Automotive Industry Corporation (A)
Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.

Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.

Connect assignments are provided to utilize the power of the web, making projects more fun for students and automatically grade materials to support instructors.

M: Advertising also includes unmatched teaching support.

Instructor’s Supplements:

Instructor’s Resource CD (IRCD): This CD-ROM allows instructors to easily create their own custom presentation using resources like the instructor's manual, PowerPoint slides, and digital art from the text ISBN: 0077480929

Features:

Overview: M: Advertising is the newest principles addition to the McGraw-Hill M series of texts, and was created with students’ and professors’ needs in mind. It 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.

- Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.
- Connect assignments are provided to utilize the power of the web, making projects more fun for students and automatically grade materials to support instructors.
- M: Advertising also includes unmatched teaching support.

Instructor’s Supplements:

Instructor’s Resource CD (IRCD): This CD-ROM allows instructors to easily create their own custom presentation using resources like the instructor's manual, PowerPoint slides, and digital art from the text ISBN: 0077480929

Features:

Overview: M: Advertising is the newest principles addition to the McGraw-Hill M series of texts, and was created with students’ and professors’ needs in mind. It 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.

- Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.
- Connect assignments are provided to utilize the power of the web, making projects more fun for students and automatically grade materials to support instructors.
- M: Advertising also includes unmatched teaching support.

Instructor’s Supplements:

Instructor’s Resource CD (IRCD): This CD-ROM allows instructors to easily create their own custom presentation using resources like the instructor's manual, PowerPoint slides, and digital art from the text ISBN: 0077480929

Features:

Overview: M: Advertising is the newest principles addition to the McGraw-Hill M series of texts, and was created with students’ and professors’ needs in mind. It 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.

- Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.
- Connect assignments are provided to utilize the power of the web, making projects more fun for students and automatically grade materials to support instructors.
- M: Advertising also includes unmatched teaching support.

Instructor’s Supplements:

Instructor’s Resource CD (IRCD): This CD-ROM allows instructors to easily create their own custom presentation using resources like the instructor's manual, PowerPoint slides, and digital art from the text ISBN: 0077480929

Features:

Overview: M: Advertising is the newest principles addition to the McGraw-Hill M series of texts, and was created with students’ and professors’ needs in mind. It 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.

- Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.
- Connect assignments are provided to utilize the power of the web, making projects more fun for students and automatically grade materials to support instructors.
- M: Advertising also includes unmatched teaching support.

Instructor’s Supplements:

Instructor’s Resource CD (IRCD): This CD-ROM allows instructors to easily create their own custom presentation using resources like the instructor's manual, PowerPoint slides, and digital art from the text ISBN: 0077480929

Features:

Overview: M: Advertising is the newest principles addition to the McGraw-Hill M series of texts, and was created with students’ and professors’ needs in mind. It 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.

- Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.
- Connect assignments are provided to utilize the power of the web, making projects more fun for students and automatically grade materials to support instructors.
- M: Advertising also includes unmatched teaching support.

Instructor’s Supplements:

Instructor’s Resource CD (IRCD): This CD-ROM allows instructors to easily create their own custom presentation using resources like the instructor's manual, PowerPoint slides, and digital art from the text ISBN: 0077480929

Features:

Overview: M: Advertising is the newest principles addition to the McGraw-Hill M series of texts, and was created with students’ and professors’ needs in mind. It 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.

- Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.
- Connect assignments are provided to utilize the power of the web, making projects more fun for students and automatically grade materials to support instructors.
- M: Advertising also includes unmatched teaching support.

Instructor’s Supplements:

Instructor’s Resource CD (IRCD): This CD-ROM allows instructors to easily create their own custom presentation using resources like the instructor's manual, PowerPoint slides, and digital art from the text ISBN: 0077480929

Features:

Overview: M: Advertising is the newest principles addition to the McGraw-Hill M series of texts, and was created with students’ and professors’ needs in mind. It 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.

- Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.
- Connect assignments are provided to utilize the power of the web, making projects more fun for students and automatically grade materials to support instructors.
- M: Advertising also includes unmatched teaching support.

Instructor’s Supplements:

Instructor’s Resource CD (IRCD): This CD-ROM allows instructors to easily create their own custom presentation using resources like the instructor's manual, PowerPoint slides, and digital art from the text ISBN: 0077480929

Features:
tions that assess his/her understanding of key chapter concepts.

- **CASE ANALYSIS**: Case Analysis Activities are designed to reinforce comprehension and application of key chapter concepts within the context of a case. Each case is based on a specific example from the text that illustrates key concepts from the chapter. Students are asked to type free-form responses to three discussion questions, and they are then provided with 6 multiple-choice concept check questions that bridge the content from the case to the mastery of chapter concepts.

- **DECISION GENERATOR**: Decision Generators present students with 2-3 concepts from the text and a written case study that illustrates the concepts presented. The student will then answer a series of questions to either predict what the company will do or reach a decision on a certain issue (the ‘evidence’ presented will be very concrete to ensure a clearly correct response). Finally, the student is asked a series of 6 multiple choice concept check questions to further assess his/her understanding of the topic.

Advertising Target Practice (formerly Premium Content) will also be available for students in the Connect library.

- **Student friendly design**: M: Advertising was written and designed with today’s student reader in mind.
- The layout and design provides student visual stimulation they’ve come to expect.
- The content was written to focus on the key concepts only.
- The examples provided have been selected for greater student appeal.
- The writing style is highly readable with today’s student reader in mind.

- **Active Review Cards**: These review cards are included in the back of each new book. There is 1 Active Review Card for each chapter. They do not simply replicate information from the text; instead, the front of the card asks the student to write what he/she recalls from each of the learning objectives in the chapter. After completing this step, the student turns to the back of the card to review the learning objectives broken down into bulleted lists, and then completes fill-in-the-blank application questions to test their knowledge beyond basic comprehension. The answers to these application questions are available at the bottom of the card (upside down). The purpose of these cards is to create useful exercises that effectively help students **LEARN and remember, as opposed to passively reading (or not reading)** the cards.

**NEW TO THIS EDITION**

- **NEW Connect Marketing (US edition only)** is McGraw-Hill’s web-based assignment and assessment platform that connects you and your students to the coursework. Interactive Applications, provided for each chapter of the textbook show students how to “do” marketing, stimulate critical thinking, and reinforce key concepts. Students receive immediate feedback and can track their progress in their own report. Connect activities in Belch 9e will be based on advertising content within the Connect Marketing shell. The following 5 types of Interactive Applications were developed for Belch 9e within Connect Marketing based on actual book-specific content.

- **VIDEO CASE**: Each Video Case contains a 4-5 minute video profile of a real company/situation. As the video plays, the student is asked a series of multiple choice questions requiring him/her to relate chapter concepts to the video. Immediately following the video/question sequence, the student is asked a series of 6 multiple choice concept check questions to further assess his/her knowledge of the topic. This exercise is designed to engage the student through engaging interactive content that goes beyond basic recall and multiple choice.

- **DRAG AND DROP - Chart Population**: Chart Population exercises require students to categorize information by assigning items to specific fields within a chart. Students will then be asked to analyze the chart created with 6 multiple-choice concept check questions.

- **DRAG AND DROP – Sequencing Activity**: Each sequencing activity begins with a written overview of a topic from the text. The student is then provided with a list of items that represent each of the steps of the overall process that he/she must place in order on the provided timeline. If applicable, a 2nd task will be assigned the appropriate actions to each task. After the timeline is completed and scored, the student is provided with 6 multiple-choice concept check questions that assess his/her understanding of key chapter concepts.

- **CASE ANALYSIS**: Case Analysis Activities are designed to reinforce comprehension and application of key chapter concepts within the context of a case. Each case is based on a specific
case/example from the text that illustrates key concepts from the chapter. Students are asked to type free-form responses to three discussion questions, and they are then provided with 6 multiple-choice concept check questions that bridge the content from the case to the mastery of chapter concepts.

- DECISION GENERATOR: Decision Generators present students with 2-3 concepts from the text and a written case study that illustrates the concepts presented. The student will then answer a series of questions to either predict what the company will do or reach a decision on a certain issue (the ‘evidence’ presented will be very concrete to ensure a clearly correct response). Finally, the student is asked a series of 6 multiple choice concept check questions to further assess his/her understanding of the topic.

- NEW Video Cases: The ninth edition has three new video cases on Volkswagen, Ford Fiesta and Mountain Dew, which are also covered in chapter openers. There are also two additional video cases on Under Armour and Google which are discussed in chapter opener (UA) and IMC Technology Perspective (Google).

- NEW Chapter Openers: Every chapter in the text has been updated with a new chapter opener, reflecting recent and popular advertising campaigns and topics in the news. New opening topics include Old Spice campaigns, Subway “$5 Footlong” campaign, Tiger Woods as an endorser following his media scandal, and more.

- New IMC Technology Perspectives and updates of all IMC, Global, and Ethical Perspectives boxes throughout the text, keeping this edition current and pedagogically relevant.

- Integration of use of various social media tools such as Facebook and Twitter as well as user generated content throughout the text and video cases.

CONTENTS

Part One Introduction to Integrated Marketing Communications
Chapter One: An Introduction to Integrated Marketing Communications

Part Two Integrated Marketing Program Situation Analysis
Chapter Two: The Role of IMC in the Marketing Process

Part Three Organizing for Advertising and Promotion: The Role of Advertising and Other Marketing Communication Organizations
Chapter Three: Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations
Chapter Four: Perspectives on Consumer Behavior

Part Three: Analyzing the Communication Process
Chapter Five: The Communication Process
Chapter Six: Source, Message, and Channel Factors

Part Four Objectives and Budgeting for Integrated Marketing Communications Programs
Chapter Seven: Establishing Objectives and Budgeting for the Promotional Program

Part Five: Developing the Integrated Marketing Communications Program
Chapter Eight: Creative Strategy: Planning and Development
Chapter Nine: Creative Strategy: Implementation and Evaluation
Chapter Ten: Media Planning and Strategy
Chapter Eleven: Evaluation of Broadcast Media
Chapter Twelve: Evaluation of Print Media
Chapter Thirteen: Support Media
Chapter Fourteen: Direct Marketing
Chapter Fifteen: The Internet and Interactive Media
Chapter Sixteen: Sales Promotion
Chapter Seventeen: Public Relations, Publicity, and Corporate Advertising

Part Six Monitoring, Evaluation, and Control
Chapter Eighteen: Measuring the Effectiveness of the Promotional Program
Chapter Nineteen: International Advertising and Promotion
Chapter Twenty: Regulation of Advertising and Promotion
Chapter Twenty-One: Evaluating the Social, Ethical, Evaluatingmic Aspects of Advertising and Promotion
Chapter Twenty-Two (Web): Personal Selling

Glossary of Advertising and Promotion Terms

Endnotes

Credits and Acknowledgments
Name and Company Index
Subject Index

CONTEMPORARY ADVERTISING
13th Edition
By William F Arens (deceased), Michael F Weigold, University of Florida@Gainesville and Christian Arens
2011 (January 2010) / 736 pages
ISBN: 9780073530031
ISBN: 9780071220606 [IE]

www.mhhe.com/arens13e

CONTEMPORARY ADVERTISING, 13e, 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.

CONTENTS

Part One Advertising Perspectives
1. What is Advertising Today?
2. The Evolution of Advertising
3. The Economic, Social, and Regulatory Aspects of Advertising
4. The Scope of Advertising: From Local to Global

Part Two Crafting Marketing and Advertising Strategies
7. Research: Gathering Information for Advertising Planning
8. Marketing and Advertising Planning

Part Three Creating Advertisement and Commercials
10. Creative Strategy and the Creative Process
11. Creative Execution: Art and Copy
12. Producing Ads for Print, Electronic, and Digital Media

Part Four Using Advertising Media
13. Using Print Media
15. Using Digital Interactive Media

Part Five Integrating Advertising
17. Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion
18. Relationship Building: Public Relations, Sponsorship, and Corporate Advertising

Epilogue Repositioning a Brand

Appendix A Marketing Plan Outline
Appendix B Advertising Plan Outline

Important Terms
Endnotes
Credits and Acknowledgments
Name Index
Company Index
Subject Index
Advertising and Promotion
An Integrated Marketing Communication Perspective, 2nd Edition
By George E. Belch and Michael A. Belch of San Diego State University, Gayle Kerr, Queensland University of Technology and Irene Powell, Monash University

2011 (September 2011)
ISBN: 9780070997981
McGraw-Hill Australia Title

www.mhhe.com/au/belch2e

Belch, Belch, Kerr and Powell’s innovative text was the first to paint a picture of the shift from conventional advertising methods to the more widely recognised mix of an integrated marketing communication strategy. This second edition builds on the success of the market-leading first edition, recognising that advertising has become a blank canvas, where marketers must look beyond traditional media and conventional thinking to achieve success. The text has been extensively updated and is packed with exciting new material from Australia, New Zealand, Asia and around the world, catapulting readers into the business practices of the twenty-first century.

NEW TO THIS EDITION

- More than 95 per cent of the examples, cases and campaigns are new including cases written by academics from Australia, New Zealand, Hong Kong and Malaysia.
- Extensive coverage of social media and digital marketing, including a new chapter on Interactive marketing (Chapter 14), which examines the impact of digital media, social networks, mobile advertising, interactivity and user-generated content.
- Chapter 6 Branding and building relationships with the database looks at the changing digital lives of consumers and their engagement with brands through social media and IMC campaigns.
- Chapter 10 Media and content strategy examines the growth of social media as a contact strategy.
- Contemporary issues and new approaches and thinking are discussed, including Zaltman’s metaphor technique, sustainability, consumer empowerment and engagement.

CONTENTS

PART 1: THE CONTEXT OF MARKETING COMMUNICATION
Chapter 1 Where marketing communication began
Chapter 2 Integrated marketing communication
Chapter 3 Social, ethical and regulatory aspects

PART 2: HOW MARKETING COMMUNICATION WORKS
Chapter 4 The communication process
Chapter 5 Starting with the consumer: developing consumer insight
Chapter 6 Branding and building relationships with the database

PART 3: PLANNING AND DECISION MAKING
Chapter 7 Planning for IMC
Chapter 8 Establishing objectives and budgeting for the IMC program
Chapter 9 Message strategy and execution
Chapter 10 Media and contact strategy
Chapter 11 Media choices—evaluating media options
Chapter 12 Measuring the effectiveness of the IMC program

PART 4: MARKETING COMMUNICATION DISCIPLINES
Chapter 13 Direct marketing
Chapter 14 Interactive marketing
Chapter 15 Public relations

Chapter 16 Sales promotion
Chapter 17 Personal selling

INTERNATIONAL EDITION

Essentials of Contemporary Advertising, 2/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 is 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.

CONTENTS

Part One An Introduction to Advertising
Chapter 1 Advertising Yesterday, Today and Tomorrow
Chapter 2 The Economic, Social, and Regulatory Aspects of Advertising
Chapter 3 Business of Advertising

Part Two Understanding the Target Audience
Chapter 4 Segmentation, Targeting, and the Marketing Mix
Chapter 5 Communication and Consumer Behavior

Part Three The Planning Process
Chapter 6 Account Planning and Research
Chapter 7 Developing Marketing and Advertising Plans

Part Four The Creative Process
Chapter 8 Creative Strategy and the Creative Process
Chapter 9 Creative Execution: Art and Copy
Chapter 10 Producing Ads for Print, Electronic, and Digital Media

Part Five Reaching the Target Audience
Chapter 11 Print Advertising
Chapter 12 Electronic Media: Television and Radio
Chapter 13 Digital Interactive Media and Direct Mail
Chapter 14 Out-of-Home, Direct-Mail and Specialty Advertising

Part Six Integrating Marketing Communications Elements
Chapter 15 Media Planning and Buying
Chapter 16 IMC: Direct Marketing, Personal Selling and Sales Promotion
Chapter 17 IMC: Public Relations, Sponsorship, and Corporate Advertising

Glossary
Endnotes
Credits and Acknowledgments
Name Index
Company Index
Subject Index
FUNDAMENTALS OF SELLING
12th Edition
By Charles M Futrell, Texas A&M University
2011 (December 2010) / 672 pages
ISBN: 9780073529998
ISBN: 9780071220804 [IE]
www.mhhe.com/futrell12e

Fundamentals of Selling trains readers on a detailed, yet broad, step-by-step selling process that is universal in nature. Numerous sales personnel in the industry today have commented on how this market-leading textbook reflects what they do on sales calls with prospects and customers. The goal of Fundamentals of Selling has always been to demonstrate to students the order of steps within the selling process; provide numerous examples of what should be in each step; and show how the steps within the selling process interact with one another. Combined with up-to-date content and a strong ethical focus, the 12th edition of Fundamentals of Selling teaches sales the way a mentor would: with a strong, practical focus that puts the customer first.

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
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
Notes
Photo Credits
Index

RELATIONSHIP SELLING
3rd Edition
By Mark Johnston and Greg Marshall of Rollins College-Winter Park
2010 (March 2009) / 480 pages
ISBN: 9780073404837
ISBN: 9780070172470 [IE]
www.mhhe.com/johnston3e

Now available in its third edition, Relationship Selling has 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.

CONTENTS
Preface
Part One: What Is Relationship Selling?
Chapter 1: Introduction to Relationship Selling
Chapter 2: Using Information to Understand Sellers and Buyers
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
Chapter 13: Salesperson Compensation and Incentives
Chapter 14: Evaluating Salesperson Performance
Glossary
Endnotes
Index

REVIEW COPY
(Available for course adoption only)
To request for a review copy,
■ contact your local McGraw-Hill representatives or,
■ fax the Review Copy Request Form found in this catalog or,
■ e-mail your request to mghasia_sg@mcgraw-hill.com or,
■ submit online at www.mheducation.asia
The primary aim of the book is to provide students of management with a firm foundation for understanding all the main components of sales and distribution management. The book has a practical orientation, as it is written by authors who have worked as practicing managers mostly in sales and distribution and between them have over 60 yrs of industry experience. The book, therefore, is a useful resource to practicing professionals in industry, training and consultancy.

NEW TO THIS EDITION

- Coverage of all the topics that a sales/distribution manager needs to know in order to carry out his/her job effectively.
- Focus on the decision-making process and implementation of decisions in sales and distribution management
- A new chapter on Sales Promotion has been added to reflect the increasing interest in sales promotion shown by industry professionals and academic fraternity
- Important topics have been introduced and expanded like e-Selling, Marketing
- Intelligence, Retailing, Managing Key Accounts, Marketing Logistics and SCM, Channel Systems and their Management, and so on

CONTENTS

About the Authors
Preface to the Second Edition
Preface to the First Edition
Acknowledgements
1. Introduction to Sales and Distribution Management
2. Personal Selling: Preparation and Process
3. Planning, Sales Forecasting and Budgeting
4. Management of Sales Territories and Quotas
5. Organising and Staffing the Salesforce
6. Training, Motivating, Compensating, and Leading the Salesforce
7. Controlling the Salesforce
8. Distribution Management and the Marketing Mix
9. Marketing Channels
10. Channel Institutions: Retailing
11. Channel Institutions: Wholesaling
12. Designing Channel Systems
13. Channel Management
14. Channel Information Systems
15. Market Logistics and Supply Chain Management
16. International Sales and Distribution Management
17. Sales Promotions
Cases
Index

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 (February 2007) / 608 pages
ISBN: 9780073529776
ISBN: 9780071259446 [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 globaliza-
tion 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.

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

BUSINESS MARKETING
3rd Edition
By Krishna K. Havaldar, Alliance Business School, Bangalore
2010 (April 2010) / 572 pages
ISBN: 9780070083257
McGraw-Hill India Title
www.mhhe.com/havaldarb3e

This Business marketing text is unique in its emphasis on the complexity of the buying process, strategic relationships between business buyers and sellers, and their mutual dependence. The additions and changes show, in a realistic way, the emerging trends in business marketing practices. In particular, the following new features have been included in the third edition. This book focuses on the needs and interests of an Indian reader. Its emphasis is on global thinking, but its plan is to act locally. The organisation of the book is based on the current marketing thinking and new ideas to meet the new challenges.

CONTENTS
1. The Nature of Business Marketing
2. Understanding Business Markets and Environment
3. Organisational Buying and Buying Behaviour
4. Buyer-Seller Relationship
5. Business Marketing Intelligence and Marketing Research
6. Segmenting, Targeting and Positioning in Business Marketing
7. Product and Brand Strategy
8. New Product Development and Marketing of Business Services
9. Business Marketing Channels and Market Logistics
10. Managing the Personal Selling Function
11. Business Marketing Communication
12. Pricing in Business Marketing
13. Planning, Implementation, and Control in Business Marketing
15. International Business Marketing

Integrated Cases
1. Metal Products India Limited
2. Star Engineering Company Ltd
3. Star Material Handling Company Ltd
4. Precision Steel Tubes Ltd
5. Sigma Telecom Company
6. Plastic Technologies (India) Ltd
7. Alfa Networks
8. ROBO KNON
10. Electrical Equipment Ltd
11. Saragam Aluminium Limited
12. Hindustan Engineering and Automotive Products Ltd
13. Information Solutions, Inc
14. Karnataka Gears Ltd
15. Structural Engineering Consultants Ltd

Business to Business

BUSINESS TO BUSINESS MARKETING
By Wim G. Biemans, University of Groningen
2010 (March 2010) / 400 pages
ISBN: 9780077121891
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/biemans

Marketing to organisations is a substantial and dynamic sector of marketing, yet its activities are hidden from view for most students. This new textbook opens up this fascinating and important world to readers, clearly explaining the parallels between business to business and consumer marketing, while also emphasising the unique concepts and practices developed for this field. Wim G. Biemans draws from more than two decades’ experience teaching students and training marketing executives, firmly rooting all the concepts in real business contexts to create a fresh and engaging introductory text.

CONTENTS
PART 1 understanding business to business marketing
1 B2B marketing
PART 2 Making sense of customers and markets
2 Understanding B2B customers
3 Making sense of B2B markets
PART 3 Defining value for customers
4 Creating value for customers
PART 4 Translating the value proposition into marketing instruments
5 Managing products and services
6 Managing sales and delivery channels
7 Managing communication
8 Managing price
PART 5 Marketing evaluation and control
9 Marketing implementation, evaluation and control
PART 6 implementing a value-creating organisation
10 Designing and maintaining a value-creating organisation
Cases
Case 1 Vekoma: Selling roller coasters
Case 2 Cater Inc.: Targeting the buying centre
Case 3 WWISA: In search of a value proposition
Case 4 KPN: Learning from customers
Case 5 NZN: Innovation in a trading company
Case 6 Ford/Firestone: Dealing with product problems
Case 7 Philips Crypto: Pricing a completely new product
BUSINESS MARKETING IN ASIA
By Lau Geok Theng
2007 (July 2007)
ISBN: 9780071247399
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.

CONTENTS
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
10. Business Sales Management and Personal Selling
11. Business Marketing Communications
12. Business Marketing Implementation and Control

Selected Case Studies
Case 1 Network Solutions Vendor 3Com Looks to Wireless and VoIP Businesses to Fuel Growth
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 Afla Networks
Case 10 R A Circuits
Case 11 Chulalong-Leekang Negotiation
Case 12 Boeing Jet Propellant
Case 13 Boureau & Huntley: Cross-Selling Professional Services into the Philippines
Case 14 Bossard Asia Pacific: Can It Make Its CRM Strategy Work?
Case 15 DPEX Worldwide Express and the Courier Industry in the Philippines

Case 16 Jason Electronics

Index
Product Management

PRODUCT CATEGORY MANAGEMENT
By R M Chiplunkar, National Institute of Fashion Technology, Mumbai and Gandhinagar
2010 (August 2010) / 272 pages
ISBN: 9780070153202
McGraw-Hill India Title
www.mhhe.com/chiplunkar

This book throws light on the intricacies of 'product category management' as a strategic issue in organized retail. With its approach and coverage, it will be useful for the students pursuing specialized courses in retailing, as well as entrepreneurs and professionals in this sector.

CONTENTS
1. Introduction to Category Management
2. The Methodology for Category Management
3. Data Analysis
4. Preparation of Configuration Analysis Chart and Determination of Optimum Stocks
5A. Analysis of Basic Performance Parameters
5B. Profit Margins and Other Parameters in Category Management
6. Merchandise Purchase Plan and Category Management
7. Sales and Stock Feedback and Replenishments
8. Category Management Analysis – A Decision Making Tool
9. Strategic Issues in Category Management and Strategic Responses
10. The Simplex Method to Solve Problems in Category Management
11. Promotion, Range Planning and Visual Merchandising

New Product Management

NEW PRODUCTS MANAGEMENT
10th Edition
By Merle Crawford, Emeritus-University of Michigan and Anthony Di Benedetto, Temple University-Philadelphia
2011 (December 2010) / 576 pages
ISBN: 9780073404806
ISBN: 9780071289238 [IE]
www.mhhe.com/crawford10e

Written with a managerial focus, New Products 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 Products Management.

CONTENTS
PART ONE Overview and Opportunity Identification/Selection
1. The Strategic Elements of Product Development
2. The New Products Process
3. Opportunity Identification and Selection: Strategic Planning for New Products
PART TWO Concept Generation
4. Creativity and the Product Concept
5. Finding and Solving Customers’ Problems
6. Analytical Attribute Approaches: Introduction and Perceptual Mapping
7. Analytical Attribute Approaches: Trade-off Analysis and Qualitative Techniques
PART THREE Concept/Project Evaluation
8. The Concept Evaluation System
9. Concept Testing
10. The Full Screen
11. Sales Forecasting and Financial Analysis
12. Product Protocol
PART FOUR Development
13. Design
14. Development Team Management
15. Product Use Testing
PART FIVE Launch
16. Strategic Launch Planning
17. Implementation of the Strategic Plan
18. Market Testing
19. Launch Management
20. Public Policy Issues
APPENDICES
A Sources of 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
Product Design

INTRODUCTION EDITION

NEW

PRODUCT DESIGN AND DEVELOPMENT
5th Edition

By Karl Ulrich, University of Pennsylvania and Steven Eppinger, Massachusetts Institute of Technology

2012 (May 2011) / 384 pages
ISBN: 9780073404776
ISBN: 9780071086950 [IE]
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

- New chapter on opportunity identification (Ch. 3) explains the process of finding new product opportunities and choosing the most promising ones for development
- New chapter design for environment (Ch. 12) explains the importance of environmental sustainability and teaches a method to make better design decisions to reduce the environmental impact of products
- New example in Ch. 2 presents the product development process and organization at Tyco International replacing the AMF example in earlier editions
- Chapter 17, Product Development Economics, revised to include a graphical method to understand financial uncertainties in product development
- Updated examples and data, new insights from recent research and innovations in practice, and revisions incorporated throughout the book.

CONTENTS
Chapter 1 Introduction
Chapter 2 Development Processes and Organizations
Chapter 3 Opportunity Identification
Chapter 4 Product Planning
Chapter 5 Identifying Customer Needs
Chapter 6 Product Specifications
Chapter 7 Concept Generation
Chapter 8 Concept Selection
Chapter 11 Industrial Design
Chapter 12 Design for Environment
Chapter 13 Design for Manufacturing
Chapter 14 Prototyping

Retail Management

INTRODUCTION EDITION

NEW

RETAILING MANAGEMENT
8th Edition

By Michael Levy, Babson College, Barton A Weitz, University of Florida/Gainesville

2012 (January 2011) / 704 pages
ISBN: 9780073530024
ISBN: 9780071220989 [IE]
www.mhhe.com/levy8e

Retailing is a high-tech, global, growth industry that plays a vital economic role in society. The authors’ objective in preparing the eighth edition is to stimulate student interest in retailing courses and careers by capturing the exciting, challenging, and rewarding opportunities facing both retailers and firms that sell their products and services to retailers, such as IBM and Proctor & Gamble. The textbook focuses on the strategic issues facing the retail industry and provides a current, informative, “good read” for students. The Eighth Edition maintains the basic philosophy of previous editions while focusing on key strategic issues with an emphasis on financial considerations and implementation through merchandising and store management. These strategic and tactical issues are examined for a broad spectrum of retailers, both large and small, domestic and international, selling merchandise and services.

NEW TO THIS EDITION

- In preparing the Eighth Edition of Retailing Management, Levy and Weitz have revised the textbook to address five important developments in retailing:
  - The increasing role of the Internet in retailing
  - New ways to communicate with customers
  - The greater emphasis on social responsibility by retailers
  - The use of technology and analytical methods for decision-making
  - Globalization of the retail industry

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. Retail Market Strategy
6. Financial Strategy
7. Retail Locations
8. Retail Site Location
10. Information Systems and Supply Chain Management
11. Customer Relationship Management

SECTION III – MERCHANDISE MANAGEMENT

12. Managing the Merchandise Planning Process
13. Buying Merchandise
14. Retail Pricing
15. Retail Communication Mix

SECTION IV – STORE MANAGEMENT

16. Managing the Store
17. Store Layout, Design, and Visual Merchandising
18. Customer Service

NEW

RETAIL STORE OPERATIONS

By Sivam V Lyer, Talent Transformation & Developmental Team
2011 (March 2011) / 148 pages
ISBN: 9780070700840

McGraw-Hill India Title

This book has been written with the aim of benefiting the students preparing to become a retailer. The book follows the concept of ‘bin to basket’. The journey of the product from the distribution center till the time it finds place in the customer basket – is elaborated in the book. The role of operations has been emphasized while other departments’ support has also been discussed.

CONTENTS
Foreword
Preface
Acknowledgements
List of Abbreviations
1. The World of Retail and Our Lives
2. Pre-Store Opening
3. Concept of Distribution Centre
4. Store Opening and Closing
5. Retail Arithmetic
6. Stock Management
7. Inside the Store
8. The Store Audit
9. HR in Operations
10. Store Finance and Controls
11. Loss Prevention and Shrinkage Control
12. The Customer Services Desk
13. Furniture and Fittings

VISUAL MERCHANDISING

By Swati Bhalla and Anurag Singhal of Studio Atomium & Visiting Faculty
2009 / 256 pages
ISBN: 9780070153219

McGraw-Hill India Title

www.mhhe.com/vm

This book is aimed at presenting a complete picture in terms of how the ‘Visual Merchandising’ (VM) function is performed in the retailing industry. Written in the Indian context, it emphasizes the point that VM is more than just a ‘creative’ or ‘display’ job. Rather, it is an important tool in the science of retailing.

CONTENTS
PART I: UNDERSTANDING RETAIL AND VISUAL MERCHANDISING
Chapter 1 Introduction to Retail
Chapter 2 The World of Visual Merchandising
Chapter 3 Image Mix

PART II: DISPLAY BASICS

Chapter 4 Store Exteriors & Interiors
Chapter 5 All I Do Can Sell: AIDCS
Chapter 6 The Basics of Visual Merchandising

PART III: STORE PLANNING AND FIXTURES
Chapter 7 Store Planning Fixtures
Chapter 8 Circulation Plan
Chapter 9 Plano grams

PART IV: MERCHANDISE PRESENTATION, WINDOW DISPLAY AND OTHER IMPORTANT TOOLS
Chapter 10 Merchandise Presentation
Chapter 11 Window Displays
Chapter 12 Visual Merchandising - Hands-on

PART V: EXPERIENTIAL RETAIL
Chapter 13 Experiential Retail

INFORMATION TECHNOLOGY FOR RETAILING

By Ajeet Khurana, Educational Consultant
2009 (July 2009) / 152 pages
ISBN: 9780070159228

McGraw-Hill India Title

This book is about Information Technology and about Retail Management. This two-dimensional approach leads to the biggest advantage of reading this book. Information Technology is so deeply entrenched in business processes that many regard it as a ‘black box’, i.e., they know what goes into a computer system and what comes out. But they do not know how the input is processed. In such a scenario, it is vital that retail professionals understand the perspective that different participants have towards technology. This book attempts to explain technology from multiple perspectives. For instance, in explaining the Cash Register, the perspectives of the customer, manager and operator are explored separately.

CONTENTS
Chapter 1. Management Information Systems: Information Technology to the Assistance of Business Managers
Chapter 2. IT at PoS: Hardware at Point of sale
Chapter 3. IT at PoS (Part-II): Software at Point of sale
Chapter 4. Credit Card: The Payment mechanism of the Emerging Retail
Chapter 5. Automatic Identification & Data Capture: Using Technology to Identify Products and Capture Data
Chapter 6. Enterprise Resource Planning (ERP): Interconnecting the Retailer’s Information Technology Resources
Chapter 7. Customer Relationship Management: Technology That Helps Build Relations with Customers
Chapter 8. Data Mining: Discovering Purchase Patterns and Correlations
Chapter 9. Supply Chain Management: From Raw Material to Finished Product
Chapter 10. E-Tailing: The Compelling New World of Electronic Retailing

FUNDAMENTALS OF RETAILING

By K V S Madaan, Punjab Business School
2009 (June 2009) / 336 pages
ISBN: 9780070919489

McGraw-Hill India Title

www.mhhe.com/madaan

This book is designed to give a thorough idea about retail practices in India and other parts of the world by integrating dynamics of retail environment with the theoretical framework. An ideal textbook for short term certificate and diploma courses in Retailing Management. Also a good source of reference for practitioners.
RETAIL MERCHANDISING
By Swapna Pradhan, Formerly Head of Franchise Retailing—Pantaloon Retail (India) Ltd
2009 (July 2009) / 236 pages
ISBN: 9780070144972
McGraw-Hill India Title

The book would appeal to executives, and both PG and UG level students the organization of topics is alright the topics provide the right depth and breadth in coverage. Prof. Mamta Mohan, Programme Director (MBA-Retail), Amity Business School, Noiata. The book is simple and comprehensible written in simple language, it is easy to understand. Tesco example is quite interesting the book would appeal to the beginners in retailing and diploma students. Ms. Surabhi Jain, Associate Trainer & Programme Leader, Indian Retail School, New Delhi. This book aims at giving the basic knowledge of buying and merchandising function to the students of retailing management. It has been written in a simple manner to aid easy comprehension of the underlying theory and concepts. It provides a good foundation in the subject keeping in view the industry practices in India.

CONTENTS
Chapter 1 Introduction to Retail Merchandising
Chapter 2 The buying function in Retail
Chapter 3 Buying for different types of stores
Chapter 4 Preparing to make buying decisions
Chapter 5 Determining what to buy
Chapter 6 Planning assortments
Chapter 7 Sourcing of merchandise
Chapter 8 Category management
Chapter 9 Pricing
Chapter 10 The creation of private labels
Chapter 11 Evaluating merchandise and vendor performance
Chapter 12 Buying and merchandising—Apparel industry insights, Book and music industry insights, Fashion industry insights

SUPPLY CHAIN MANAGEMENT FOR RETAILING
By Rajesh Ray, Managing Consultant, IBM India-Kolkata
2009 (August 2009) / 400 pages
ISBN: 9780070145047
McGraw-Hill India Title

This book discusses various aspects of retail supply chain with a special focus on different retail categories and formats written mainly to serve as a textbook for students of retailing management, it will also be a ready reference material for the practitioners in the field.

CONTENTS
Introduction
1. Retail Supply Chain Management—An Introduction
Part One: Merchandise Planning
2. Category Planning, Forecasting, Budgeting
3. Assortment and Space Planning
4. Price and Promotion Planning
Part Two: Retail Product
5. Retail Product Lifecycle Management
Part Three: Managing Retail Logistics
6. Retail Distribution and Replenishment
7. Retail Logistics
8. Retail logistics—Contemporary Issues
Part Four: Managing Retail Stakeholder Relationships
9. Retail Supplier Relationship Management
10. Retail Customer Relationship Management
Part Five: Category and Format Specific Retail Supply Chain Issues
11. Specialized Category Retailing Supply Chain Issues—Food and Grocery Retailing
12. Specialized Category Retailing Supply Chain Issue--Apparel, Footwear and Fashion Retailing
13. Specialized Category Retailing Supply Chain Issues--Electronics, Jewellery
14. Specialized Format Retailing Supply Chain Issues--Online, Rural, Cash and Carry

PART VI: INFORMATION TECHNOLOGY

15. Technologies that enhances Retail Supply Chain Efficiency

COMMUNICATION FOR RETAIL PROFESSIONALS
By Ashraf Rizvi and Ramneek Kapoor
2009 (July 2009)
ISBN: 978007146839
McGraw-Hill India Title

This book provides a clear, accessible and focused instruction with sufficient self-study material on fundamentals of communication for retail professionals, effective communication strategies, and verbal interaction skills for business. The book has a practitioner’s perspective with a lot of examples and real-life situations from retail organizations.

CONTENTS
Chapter 1 Retail Scenario in India
Chapter 2 Retail Communication and Management
Chapter 3 Communication Challenges for Retail Salespersons
Chapter 4 Communication for Customer Relationship Management
Chapter 5 Customer Interactions
Chapter 6 Effective Listening for Retail Salespersons
Chapter 7 Team Communication for Retail Management
Chapter 8 Nonverbal Communication in Sales
Appendix: Spoken English for Retail Professionals

RETAIL FRANCHISING
By Manish Sidhpuria, South Gujarat University
2009 (May 2009) / 188 pages
ISBN: 978007145030
McGraw-Hill India Title

www.mhhe.com/franchising

The book would appeal to the students of full time diploma programme the project under review is unique, fresh and very innovativ the Indian examples cited are quite interesting the pedagogical approach taken by the author could be rated as 4/5 the subject matter is simple and comprehensible, and quite complete the book contains enough examples and cases from the Indian context

- The first title in “Retail Education” series
- Ideal for the short term courses in retailing as well as MBA / PGDM (Retail)

CONTENTS
PART I: BASICS OF FRANCHISING
Chapter 1. Retail Franchising: An Overview
Chapter 2. Franchising as Strategy

PART II: DEVELOPING AND EVALUATING A FRANCHISE SYSTEM
Chapter 3. Preparing for Franchising
Chapter 4. Investigating and Evaluating a Franchise

PART III: MANAGING FRANCHISE
Chapter 5. Financial Aspects of a Franchise
Chapter 6. Legal Aspects of Franchising
Chapter 7. Managing the Franchise Relationships

PART IV: CASE STUDIES
Chapter 8. Case Studies

International Marketing

GLOBAL MARKETING
By Ilan Alon, Rollins College-Winter Park and Eugene Jaffe
2013 (February 2012) / 560 pages
ISBN: 9780078629271
ISBN: 9780071318204 [IE]

Hailing from America, Europe and the Middle East, the authors of Global Marketing provide a truly international and comparative perspective to the study of marketing. Examples are provided from across the continents encompassing small and medium enterprises (SMEs). In addition, well-researched multinational companies are explored and give justice to the breadth and depth of this field. Cases on well-known companies, such as Disney, Starbucks, Wal-Mart, Archer Daniels Midland (ADM), and Corona are supplemented by cases on lesser-known and smaller companies from emerging markets, such as Proton Car from Malaysia and San Lu from China. In addition to short, end of chapter cases that can be used in classroom discussion, the book also boasts longer, end of book cases which require integration of multiple chapters and synthesis of knowledge to identify and solve international marketing problems.

FEATURES
- Focus on Emerging Markets. Emerging markets will dominate the G7 by 2050 and are the growth engine of the global economy. Cases and examples of emerging markets are infused throughout the text and the cases to prepare students for the global marketing workplace.
- Emphasis on Small and Medium Enterprises. Not only are multinational companies involved in international marketing, SMEs are generating jobs and exports in developed and developing markets alike. Many examples and cases cover SMEs and entrepreneurial business. Back of the book cases on a social entrepreneur of Sari in Indonesia, an international entrepreneur of Praxis in China, and a pharmaceutical entrepreneur from the Palestinian Territories are a testament to the heterogeneity of cases. For balance, well-known multinational companies from developed markets are also covered in cases, both short and long, including Marks and Spencer (UK), Kodak (USA), Athlete’s Foot (USA), EuroDisney (France), HK Disney (China), Starbucks (USA), Wal-Mart (Japan), Corona (Japan). International marketing is also considered from a not-for-profit university setting in the case of McEwan (Canada), to connect international marketing students to institutions with which they are familiar.
- Emergence of Technology and Ethics. Technology is ever changing the environments of international marketing and markets. Social marketing and ethics are becoming important topics of discussion among executives and policy makers alike. The authors include a chapter on social media marketing, which is supplanting many of the traditional approaches to communications. Yet another chapter is devoted to Corporate Social Responsibility (CSR) and sustainability.
MARKETING PLANNING
2nd Edition
By Svend Hollesen, University of Southern Denmark
2010 (July 2010) / 400 pages
ISBN: 9780077127138
McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/hollesen

The second edition of Marketing Planning: A Global Perspective offers students a concise, modern and well-structured introduction to marketing planning. Suitable for modules in Marketing Planning and International Marketing Planning, the book is designed for students at levels 2 and 3 of their marketing degree. The book is characterized by a unique global perspective on the subject of marketing planning, which offers a modern approach to reflect the needs of organizations to deal with customers on a global basis and adapt their marketing plans to the different markets and countries in which their customers operate. In this new edition key areas such as Corporate Social Responsibility, Global Account Management, Price Bundling and The EU enlargement have all been factored in making this text completely up to date and relevant.

CONTENTS
Part I ~ Analysis
1 ~ Introduction
2 ~ Assessing the internal marketing situation
3 ~ Assessing the external marketing situation
4 ~ SWOT-analysis
Part II ~ Developing the marketing strategy and programme
5 ~ Strategic Market Planning
6 ~ The Segmentation Process
7 ~ Marketing Mix Decisions I: Product
8 ~ Marketing Mix Decisions II: Pricing
9 ~ Marketing Mix Decisions III: Distribution
10 ~ Marketing Mix Decisions IV: Communication
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

INTERNATIONAL MARKETING
By Geri Clarke and Ian Wilson
2009 (April 2009) / 400 pages
ISBN: 9780077115852
McGraw-Hill UK Title

International Marketing takes a thematic approach to marketing in the 21st century. While academically rigorous, this comprehensive text provides students with plenty of opportunities to apply and evaluate models, “think outside the box” and engage in debate which will help them develop the skills and knowledge they need for the world of business. This book provides students with the skills to carry out international marketing planning, management and execution from both commercial and not-for-profit perspectives. These skills involve building effective international marketing plans by developing compatible strategies and efficient operations. While underpinned by the latest developments in academic and practitioner research International Marketing remains uniquely accessible and relevant to today’s students by encouraging them to engage in self-development, debate and reflection. It will help them to become effective practitioners with the knowledge to continue questioning, thus encouraging a challenging and enquiring mind.

CONTENTS
Chapter 1: The Global Marketing Task
Chapter 2: Theoretical Foundations
Chapter 3: Cultural Foundations
Part II: Foreign Entry
Chapter 4: Country Attractiveness
Chapter 5: Export Expansion
Chapter 6: Licensing, Strategic Alliances, FDI
Part III: Local Marketing
Chapter 7: Understanding Local Customers
Chapter 8: Local Marketing in Mature Markets
Chapter 9: Local Marketing in New Growth Markets
Chapter 10: Local Marketing in Emerging Markets
Part IV: Global Management
Chapter 11: Global Marketing Strategy
Chapter 12 Global Products and Services
Chapter 13: Global Branding
Chapter 14: Global Pricing
Chapter 15: Global Distribution
Chapter 16: Global Advertising
Chapter 17: Global Promotion, E-Commerce, and Personal Selling
Chapter 18: Organizing for Global Marketing

SERVICES MARKETING
6th Edition
By Valerie Zeithaml, University of North Carolina-Chapel Hill, Mary Jo Bitner, Arizona State University-Tempe and Dwayne Gremler, Bowling Green State University
2013 (March 2012) / 704 pages
ISBN: 9780077131715
ISBN: 9780071086967 [IE]

Services Marketing recognizes that services present special challenges that must be identified and addressed in real circumstances. The heart of the book’s content is to develop strong customer relationships through quality service. The book also focuses on knowledge needed to implement service strategies for competitive advantage across industries. Hence, frameworks for customer-focused management, and strategies for increasing customer satisfaction and retention through service are included in the fifth edition.

CONTENTS
PART 1–Foundations for Services Marketing
Chapter 1–Introduction to Services
Chapter 2–Conceptual Framework of the Book: The Gaps Model of Service Quality
PART 2–Focus on the Customer
Chapter 3–Customer Expectations of Service
Chapter 4–Customer Perceptions of Service
PART 3–Understanding Customer Requirements
Chapter 5–Listening to Customers through Research
Chapter 6–Building Customer Relationships
Chapter 7–Service Recovery
PART 4–Aligning Service Design and Standards
Chapter 8–Service Innovation and Design
Chapter 9–Customer-Defined Service Standards
Chapter 10–Physical Evidence and the Servicescape
PART 5–Delivering and Performing Service
Chapter 11–Employees’ Roles in Service Delivery
Chapter 12–Customers’ Roles in Service Delivery
Chapter 13–Managing Demand and Capacity
PART 6–Managing Service Promises
Chapter 14–Integrated Services Marketing Communications
Chapter 15–Pricing of Services
PART 7–Service and the Bottom Line
Chapter 16–The Financial and Economic Impact of Service

SERVICES MARKETING
Integrating Customer Focus across the Firm
2nd Edition
By Alan Wilson and Valerie Zeithaml of University of North Carolina-Chapel Hill and Mary Jo Bitner, Arizona State University-Tempe
2012 (March 2012) / 608 pages
ISBN: 9780077131715

McGraw-Hill UK Title
www.mcgraw-hill.co.uk/textbooks/wilson

The Second European Edition of Services Marketing: Integrating Customer Focus Across the Firm by Wilson, Zeithaml, Bitner and Gremler uniquely focuses on the development of customer relationships through quality service. Reflecting the increasing importance of the service economy, Services Marketing is the only text that puts the customer’s experience of services at the centre of its approach. The core theories, concepts and frameworks are retained, and specifically the gaps model, a popular feature of the book. The text moves from the foundations of services marketing before introducing the gaps model and demonstrating its application to services marketing. In the second edition, the book takes on more European and International contexts to reflect the needs of courses, lecturers and students. The second edition builds on the wealth of European and International examples, cases, and research in the first edition, offering more integration of European content. It has also been fully updated with the latest research to ensure that it continues to be seen as the text covering the very latest services marketing thinking. In addition, the cases section has been thoroughly examined and revised to offer a range of new case studies with a European and global focus. The online resources have also been fully revised and updated providing an excellent package of support for lecturers and students.

CONTENTS
Part 1: Foundations of Services Marketing
1. Introduction to services
2. Consumer Behaviour in services
3. Customer expectations of service
4. Customer perceptions of service
5. Conceptual framework of the book: the gaps model of service quality
Part 2: Understanding Customer Requirements
6. Listening to customers through research
7. Building customer relationships
Part 3: Aligning Service Design and Standards
8. Service development and design
9. Customer-defined service standards
10. Physical evidence and the servicescape
Part 4: Delivering and Performing Service
11. Employees’ roles in service delivery
12. Customers’ roles in service delivery
13. Delivering service through technology and intermediaries
14. Managing demand and capacity
15. Service recovery
Part 5: Managing Service Promises
16. Integrated services marketing communications
17. Pricing of services
Part 6: Service and the Bottom Line
18. The financial impact of service quality
This book not only deals with the intangibility, perishability, and in-separability of the services, but also delineate and discuss the other important features such as the quality aspects of services marketing, gap theory of services marketing, demand and capacity alignment of services marketing, services pricing, and services promotion with the major emphasis on the management of the human aspects of services marketing. The operational aspects of services have been explained with the help of case studies at the end of each chapter. The value adding features, such as, application exercises, key to application exercises and activities will make the book very interactive and useful to students, professors and service practitioners.

CONTENTS
Preface
Acknowledgements
Part 1 Concepts
Chapter 1 Nature and Field of Services
Chapter 2 Service Marketing Concept
Chapter 3 Global Perspective of Services Marketing
Chapter 4 Managing Services Marketing Mix
Chapter 5 Managerial Aspects of Service Sector—People, Process, and Physical Evidence
Chapter 6 Managing Human Element for Services Marketing
Chapter 7 Managing Quality Aspects of Services Marketing
Chapter 8 Services Consumer and Buying Behaviour
Chapter 9 Services Pricing Strategy
Chapter 10 Services Distribution Strategy and Delivery Channels
Chapter 11 Services Promotion Strategy
Chapter 12 Services Demand and Capacity Alignment
Chapter 13 Customer Relationship Management
Chapter 14 Differential Strategy of Services Marketing
Part 2 Practices
Chapter 15 Marketing Banking Services
Chapter 16 Marketing Insurance Services
Chapter 17 Marketing Retail Services
Chapter 18 Marketing of Telecom Services
Chapter 19 Marketing Travel and Transport Services
Chapter 20 Marketing Tourism and Hospitality Services
Chapter 21 Marketing Hospital and Healthcare Services
Chapter 22 Marketing Information Technology and Other IT Enabled Emerging Services
Chapter 23 Media Services Marketing
Chapter 24 Education Services Marketing
Chapter 25 NGOs and Other Social Services Marketing
Chapter 26 Marketing BPO Services

SERVICES MARKETING
3rd Edition
By Rajendra Nargundkar
2010 (March 2010) / 492 pages
ISBN: 9780070682122
McGraw-Hill India Title
www.mhhe.com/nargundkarsm3ed

The book examines all aspects of services Marketing in the Indian/Asian setting. It begins with the S-T-P process (segmentation-targeting-positioning), foists on to the 7Ps and integrates them into a total services marketing strategy mix for leaders, challengers, followers and niche marketers. Written in an easy-to-understand manner, the book is enriched with lot of contextual material like case studies mini cases, boxed items and readings.

CONTENTS
Preface to the Third Edition
Preface to the First Edition
List of Perspectives
List of Additional Cases
1. Prelude to the Seven P’s of Services Marketing
2. Product—The First P
3. Place—The Second P
4. Promotion—The Third P
5. Price—The Fourth P
6. People—The Fifth P
7. Physical Evidence—The Sixth P
8. Process—The Seventh P
9. Integrated Service Strategy

This book not only deals with the intangibility, perishability, and in-separability of the services, but also delineate and discuss the other important features such as the quality aspects of services marketing, gap theory of services marketing, demand and capacity alignment of services marketing, services pricing, and services promotion with the major emphasis on the management of the human aspects of services marketing. The operational aspects of services have been explained with the help of case studies at the end of each chapter. The value adding features, such as, application exercises, key to application exercises and activities will make the book very interactive and useful to students, professors and service practitioners.
Managing Brand: a contemporary perspective takes a fresh new look at brand management and strategy and the pivotal role of branding in today’s business environment. Written for students of branding at undergraduate and postgraduate levels, this book provides students with an incisive account of how successful brands are created, built and managed. Clear and comprehensive coverage examines the naming, design and packaging of a brand, how brand images and messages are created, and the theory of positioning brands in the market. The text also tackles how to successfully extend brands and manage brand portfolios, and sustain brands throughout their life cycle. Informed by the latest research and developments in branding, this textbook also has an emphasis on the managerial, corporate and strategic decisions facing today’s brand manager, including:

- Brand equity: what brands are worth to companies and how they can be valued
- Building brands and building the business: how brands contribute the success of corporations and companies
- The role of brands in building corporate reputation: harnessing the power of social marketing and facing the challenges of ethical, environmental, and socially responsible branding.

CONTENTS
Introduction
Part One Strategic Implications of Branding
Chapter 1 Introduction to Contemporary Brand Management
Chapter 2 Brand Equity and Brand Valuation
Chapter 3 Brand Building and Business Building
Chapter 4 Brands as Strategic Assets– Moving Up the Corporate Agenda
Part Two Managing Brands - Creating and Sustaining Brand Equity
Chapter 5 Brand Identity and Positioning
Chapter 6 Brand Architecture
Chapter 7 Brand Extension
Chapter 8 Managing Brands Across Life Cycle
Chapter 9 Building Brand and Corporate Reputation
Part Three The New Business Environment
Chapter 10 The New Competitive Environment and Branding
Chapter 11 Retail Brands vs. Manufacturer Brands
Chapter 12 Packaging Design and Branding for the Consumer
Chapter 13 Country of Origin Branding

INTERNATIONAL EDITION

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.

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

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
www.mhhe.com/mohammed04

CONTENTS
Chapter 1: Introduction to Internet Marketing
Part I: Framing the Market Opportunity
Chapter 2: Framing the Market Opportunity
Part II: Marketing Strategy
Chapter 3: Marketing Strategy in Internet Marketing
Part III: The Design of the Customer Experience
Chapter 4: Customer Experience
Part IV: Building the Customer Interface
Chapter 5: Customer Interface
Part V: The Design of the Marketing Program
Chapter 6: Customer Relationships
Chapter 16: Customer Metrics

Part: Information Through Internet Technology

Chapter 15: Customer Information Systems: Leveraging Customer Management

Chapter 14: Designing the Marketspace Matrix

Chapter 13: Safety, insurance and legal considerations

Chapter 12: Staging and Managing Events

Chapter 11: Organising Events

Chapter 10: Conduct of the Event

Chapter 9: Implementation and continuous improvement

Chapter 8: Assessing risk and ensuring safety

Chapter 7: Event planning and logistics

Chapter 6: Meetings, incentive travel, conventions and exhibitions

Chapter 5: Event marketing

Chapter 4: Developing an event concept

Chapter 3: An introduction to the project management of events

Chapter 2: Sustainability and social responsibility

Chapter 1: Introduction to event management

Part: 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
Marketing

SALES & MARKETING
A Textbook for the Hospitality Industry
By Sudhir Andrews
2009 (June 2009)
ISBN: 9780070153233
McGraw-Hill India Title

The objective of this book is to empower the hospitality education sector in India on the subject of sales and marketing of hospitality products and services. The book discusses in detail the various concepts, strategies and facts related to sales and marketing of hospitality services and products.

CONTENTS
Chapter 1 Introduction to Marketing and Service
Chapter 2 Marketing Environment and Market Research
Chapter 3 Consumer Behaviour in Services and the Future Guest
Chapter 4 Hospitality Products and Service
Chapter 5 Hospitality Pricing Strategies and Policies
Chapter 6 Hospitality “Place” Strategies and Distribution Channels
Chapter 7 Hospitality Sales
Chapter 8 Hospitality Promotion, Advertising, and Public Relations
Chapter 9 People as a Marketing Proposition
Chapter 10 Physical Evidence as a Marketing Strategy
Chapter 11 Processes as a Marketing Support
Chapter 12 Strategic Marketing Planning and Control
Appendix I International Hotel Chains the World
Appendix II Glossary
References

NEW TO THIS EDITION
- Chapter 9 is now Social and Traditional Media Relations emphasizing new social, interactive media and its use by public relations while still keeping the traditional media relations foundation.
- Added key spotlights on Betsy Ann Plank in the history chapter and James Grunig in the Theory Chapter.
- Added numerous case studies including one on Jet Blue, GM, Haagen Dazs, AFLAC, and “green jobs.”
- Added Appendix 3: Video

PUBLIC RELATIONS
The Profession and the Practice, 4th Edition
By Dan L Lattimore, University of Memphis, Otis W Baskin, Pepperdine University-Los Angeles, Suzette T Heiman, University of Missouri-Columbia and Elizabeth L Toth, University of Maryland-College Park
2012 (June 2011) / 448 pages
ISBN: 9780073512051
ISBN: 9780071315784 [IE]
www.mhhe.com/lattimore4e

Public relations has developed as a major force in a growing, global information society. The practice of public relations is changing to include new, interactive media, while continuing to depend on the foundation of traditional media. The multi-disciplinary approach to understanding public relations is provided by the authors who come from business, journalism, communication and advertising backgrounds. The easy-to-read style of the text has been a hallmark of the text from its beginning. It includes spotlights on important topics or issues, mini-cases with short real-life cases, and end-of-the-chapter case studies often of major events such as the BP crisis, or GM’s financial crisis where it used social media to provide interactive relationships with its constituencies.

REVIEW COPY
(Available for course adoption only)
To request for a review copy,
- contact your local McGraw-Hill representatives or,
- fax the Review Copy Request Form found in this catalog or,
- e-mail your request to mhasia_sg@mcgraw-hill.com or,
- submit online at www.mheducation.asia
Customer Relationship Management

PART 1 Prerequisites to CRM
1. Customer Care
2. Customer Life Cycle (CLC) and Customer Lifetime Value (CLV)
3. Relationship Marketing
4. Customer Relationship Management (CRM)
5. Loyalty Management
6. Service Quality and Service Capacity Planning
7. Customer-Driven Quality and QMS

PART II Understanding CRM
4. Customer Relationship Management (CRM)
5. Loyalty Management
6. Service Quality and Service Capacity Planning
7. Customer-Driven Quality and QMS
8. CRM and Sales Force Automation
9. aCRM
10. Planning and Implementing CRM
11. Making CRM a Success
12. IT Solution of CRM and Its Integration
13. Future of CRM
Case Studies on CRM
Index

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. Sam Fullerton crafted this text to present the discipline of sports marketing in two broad perspectives. The first part of the text provides an introduction to the field of sports marketing and examines how marketers use sports as a platform for developing their strategies and tactics. The second part of the text provides detailed coverage of the marketing of sports products, increasing media audiences and live attendance, the selling of sports-related products, and more. This is not simply a basic marketing text using sports examples. Sports Marketing 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.

PART ONE--The Foundation of Sports Marketing
1 Introduction to Sports Marketing
2 The Four Domains of Sports Marketing
PART TWO--Marketing Through Sports
3 Marketing Through Sports Using Mainstream Strategies
4 Introduction to Sponsorship: Concepts, Objectives and Components
5 Sponsorship Foundation: Developing and Selling the Proposal
6 Pre-Event Evaluation: The Assessment of Sponsorship Opportunities
7 Leveraging: Activation of the Sponsorship
8 Ambush Marketing
9 Postevent Evaluation: Identifying Success and Failure
10 Venue Naming Rights
11 Endorsements
12 Licensing
PART THREE--The Marketing of Sports
13 Segmentation of the Sports Market
14 Product Decisions in Sports Marketing
15 Distribution Decisions and Facilities Management in Sports Marketing
16 Developing a Promotional Strategy for the Marketing of Sports Products
17 Pricing Decisions in Sports Marketing
PART FOUR--Emerging Issues in Sports Marketing
18 Relationship Marketing in the Business of Sports
19 The Role of Technology in Sports Marketing
20 Controversial Issues in Sports Marketing
Introduction to E-Commerce

INTERNATIONAL EDITION
INTRODUCTION TO E-COMMERCE
2nd Edition
By Jeffrey F. Rayport and Bernard J. Jaworski of Monitor / MarketSpace Center and Breakaway Solutions Inc.
2004 / 512 pages
www.mhhe.com/rayport04

CONTENTS
1 A Framework for E-Commerce
Part I: The Basic Technology of the Internet and the Web
2 Basic Technology of the Web and E-Commerce Businesses
Part II: Strategy Formulation for New Economy Firms
3 Framing Market Opportunity
4 Business Models
5 Customer Interface
6 Market Communications and Branding
7 Strategy Implementation
8 Metrics
Part III: Technology Infrastructure
9 Website Development Process
10 Website Architecture
Part IV: Capital Infrastructure
11 Human and Financial Capital
Part V: Media Infrastructure
12 Media Convergence
Part VI: Public Policy and Structure
13 Public Policy: Regulation

Technology / Infrastructure

INTERNATIONAL EDITION
E-BUSINESS AND E-COMMERCE INFRASTRUCTURE
Technologies Supporting E-Business Initiative
By Abhijit Chaudhury and Jean-Pierre Kulpboer
2002 / 448 pages
ISBN: 9780071123136 [IE]

CONTENTS
Chapter 1 E-Commerce and E-Business
Chapter 2 Networking Fundamentals Multiplexing
Chapter 3 Communication Protocols for E-Business
Chapter 4 Network Security and E-Commerce
Chapter 5 Authentication, Encryption, Digital Payments, and Digital Money
Chapter 6 Server Platforms in E-Commerce
Chapter 7 Language for the Web: HTML, XML, and Beyond
Chapter 8
Chapter 9 Software
Chapter 10 Multimedia and Web-casting on the Web

Cyberpreneurship

INTERNATIONAL EDITION
BUILDING AN E-BUSINESS
From the Ground Up
By Elizabeth Eisner Reding
2001 / 192 pages
ISBN: 9780071150811 [IE]

CONTENTS
CHAPTER ONE: Getting Started on the Web
CHAPTER TWO: Creating a Business Plan
CHAPTER THREE: Developing a Marketing Plan
CHAPTER FOUR: Designing a Web Page
CHAPTER FIVE: Creating a Web Site
CHAPTER SIX: Enhancing Web Pages
CHAPTER SEVEN: Creating Advanced Web Pages
CHAPTER EIGHT: Running an E-Business / Glossary

Risk Management

INTERNATIONAL EDITION
ELECTRONIC COMMERCE
Security, Risk Management, and Control,
2nd Edition
By Marilyn Groenstein, Arizona State University-West and Miklos Vaszary-Vasarhelyi, Rutgers University, Newark
2002

CONTENTS
1. Overview of Electronic Commerce.
2. The Electronization of Business.
5. The Regulatory Environment.
6. EDI, Electronic Commerce and the Internet.
7. Risks of Insecure Systems.
11. Firewalls.
13. Intelligent Agents.
14. Web-Based Marketing
E-Commerce Cases Book

INTERNATIONAL EDITION

CASES IN ELECTRONIC COMMERCE
2nd Edition
By Sid L. Huff, Scott Schneberger, Michael Wade, Peter Newson and Michael Parent
2002 / 488 pages
ISBN: 9780071123525 (IE)

CONTENTS
1. Introduction
2. E-Commerce Infrastructure
3. Sourcing of E-Commerce Capabilities
4. Financial Systems and Choices
5. Business-to-Consumer E-Commerce
7. Virtual Work
8. Virtual Communities
9. Social and Legal Issues

Invitation to Publish

McGraw-Hill is interested to review your textbook proposals for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com.


REVIEW COPY
(Available for course adoption only)
To request for a review copy,
- contact your local McGraw-Hill representatives or,
- fax the Review Copy Request Form found in this catalog or,
- e-mail your request to mghasia_sg@mcgraw-hill.com or,
- submit online at www.mheducation.asia
# Title Index

## A

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC’s of Relationship Selling, 11e</td>
<td>Futrell</td>
<td>158</td>
</tr>
<tr>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective, 2e [Aust]</td>
<td>Belch</td>
<td>157</td>
</tr>
<tr>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective, 9e</td>
<td>Belch</td>
<td>155</td>
</tr>
<tr>
<td>Analysis for Marketing Planning, 7e</td>
<td>Lehmann</td>
<td>172</td>
</tr>
<tr>
<td>Annual Editions: Business Ethics 11/12, 23e</td>
<td>Richardson</td>
<td>85</td>
</tr>
<tr>
<td>Annual Editions: Business Ethics 12/13, 24e</td>
<td>Richardson</td>
<td>85</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 11/12, 20e</td>
<td>Maidment</td>
<td>61</td>
</tr>
<tr>
<td>Annual Editions: Human Resources 12/13, 21e</td>
<td>Maidment</td>
<td>61</td>
</tr>
<tr>
<td>Annual Editions: International Business, 16e</td>
<td>Maidment</td>
<td>74</td>
</tr>
<tr>
<td>Annual Editions: Management, 16e</td>
<td>Maidment</td>
<td>38</td>
</tr>
<tr>
<td>Annual Editions: Marketing 11/12, 34e</td>
<td>Richardson</td>
<td>144</td>
</tr>
<tr>
<td>Annual Editions: Marketing 12/13, 35e</td>
<td>Richardson</td>
<td>144</td>
</tr>
<tr>
<td>Art of Leadership, 4e (The)</td>
<td>Manning</td>
<td>89</td>
</tr>
<tr>
<td>Aspirational Leadership: Skills and Tools to Create an Entrepreneurial Workforce [Asian]</td>
<td>Aubrey</td>
<td>90</td>
</tr>
</tbody>
</table>

## B

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Marketing, 18e</td>
<td>Perreault</td>
<td>141</td>
</tr>
<tr>
<td>Behavior in Organizations, 9e</td>
<td>Shani</td>
<td>48</td>
</tr>
<tr>
<td>Brainfruit [Asian]</td>
<td>Mason</td>
<td>98</td>
</tr>
<tr>
<td>BSG &amp; GLO-BUS Access Code Card</td>
<td>Thompson</td>
<td>111</td>
</tr>
<tr>
<td>Building an E-Business: From the Ground Up</td>
<td>Reding</td>
<td>176</td>
</tr>
<tr>
<td>Business and Administrative Communication, 10e</td>
<td>Locker</td>
<td>3</td>
</tr>
<tr>
<td>Business and Society: An Asian Perspective [Asian]</td>
<td>Lawrence</td>
<td>81</td>
</tr>
<tr>
<td>Business and Society: Stakeholders, Ethics, Public Policy, 13e</td>
<td>Lawrence</td>
<td>81</td>
</tr>
<tr>
<td>Business Communication at Work, 3e</td>
<td>Satterwhite</td>
<td>6</td>
</tr>
<tr>
<td>Business Communication for the Global Age [Aust]</td>
<td>Crossman</td>
<td>8</td>
</tr>
<tr>
<td>Business Communication: Building Critical Skills, 5e</td>
<td>Locker</td>
<td>5</td>
</tr>
<tr>
<td>Business Correspondence and Report Writing: A Practical Approach to Business and Technical Communication, 4e [India]</td>
<td>Sharma</td>
<td>10</td>
</tr>
<tr>
<td>Business English: Writing in the Global Workplace</td>
<td>Young</td>
<td>9</td>
</tr>
<tr>
<td>Business Environment, 7e (The) [UK]</td>
<td>Palmer</td>
<td>112</td>
</tr>
<tr>
<td>Business Ethics and Corporate Governance [India]</td>
<td>Ghosh</td>
<td>83</td>
</tr>
<tr>
<td>Business Ethics Now, 3e</td>
<td>Ghillyer</td>
<td>81</td>
</tr>
<tr>
<td>Business Ethics: A Global and Managerial Perspective, 2e</td>
<td>Fritzsch</td>
<td>84</td>
</tr>
<tr>
<td>Business Ethics: Decision-Making for Personal Integrity and Social Responsibility, 2e</td>
<td>Hartman</td>
<td>84</td>
</tr>
<tr>
<td>Business is People [Asian]</td>
<td>Matsushita</td>
<td>91</td>
</tr>
<tr>
<td>Business Journey to the East [Asian]</td>
<td>Chow</td>
<td>75</td>
</tr>
<tr>
<td>Business Law, 15e</td>
<td>Mallor</td>
<td>16</td>
</tr>
<tr>
<td>Business Management for the Personal Fitness Trainer</td>
<td>Ware</td>
<td>94</td>
</tr>
<tr>
<td>Business Marketing in Asia [Asian]</td>
<td>Lau</td>
<td>162</td>
</tr>
<tr>
<td>Business Marketing, 3e [India]</td>
<td>Hvaldare</td>
<td>161</td>
</tr>
<tr>
<td>Business Marketing: Connecting Strategy, Relationships and Learning, 4e</td>
<td>Dwyer</td>
<td>162</td>
</tr>
<tr>
<td>Business Now</td>
<td>Shah</td>
<td>119</td>
</tr>
<tr>
<td>Title</td>
<td>Author</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------</td>
<td>------</td>
</tr>
<tr>
<td>Business Strategy Game Online</td>
<td>Thompson</td>
<td>111</td>
</tr>
<tr>
<td>Business to Business Marketing [UK]</td>
<td>Biemans</td>
<td>161</td>
</tr>
<tr>
<td>Business, Government and Society: A Managerial Perspective, 13e</td>
<td>Steiner</td>
<td>80</td>
</tr>
<tr>
<td>Business: A Changing World, 8e</td>
<td>Ferrell</td>
<td>118</td>
</tr>
<tr>
<td>Business: Connecting Principles to Practice</td>
<td>Nickels</td>
<td>117</td>
</tr>
</tbody>
</table>

**C**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases in Electronic Commerce, 2e</td>
<td>Huff</td>
<td>177</td>
</tr>
<tr>
<td>Cases in Organizational Behavior and Human Resource Management [India]</td>
<td>Saiyadain</td>
<td>48, 60</td>
</tr>
<tr>
<td>China Casebook (The) [Asian]</td>
<td>Vanhonacker</td>
<td>75, 153</td>
</tr>
<tr>
<td>Communicating at Work: Principles and Practices for Business and the Professions, 10e</td>
<td>Adler</td>
<td>6</td>
</tr>
<tr>
<td>Communication for Retail Professionals [India]</td>
<td>Rizvi</td>
<td>167</td>
</tr>
<tr>
<td>Compensation, 10e</td>
<td>Milkovich</td>
<td>65</td>
</tr>
<tr>
<td>Consumer Behavior, 11e</td>
<td>Hawkins</td>
<td>147</td>
</tr>
<tr>
<td>Consumer Behavior, 2e [Aust]</td>
<td>Webb</td>
<td>149</td>
</tr>
<tr>
<td>Consumer Behavior, 6e [Aust]</td>
<td>Quester</td>
<td>148</td>
</tr>
<tr>
<td>Consumer Behavior, 9e</td>
<td>Peter</td>
<td>148</td>
</tr>
<tr>
<td>Consumer Behavior: Building Marketing Strategy, 12e</td>
<td>Hawkins</td>
<td>147</td>
</tr>
<tr>
<td>Contemporary Advertising, 13e</td>
<td>Arens</td>
<td>156</td>
</tr>
<tr>
<td>Contemporary Management, 2e [Aust]</td>
<td>Waddell</td>
<td>36, 51</td>
</tr>
<tr>
<td>Contemporary Management, 7e</td>
<td>Jones</td>
<td>32</td>
</tr>
<tr>
<td>Corporate Communication, 5e</td>
<td>Argenti</td>
<td>8</td>
</tr>
<tr>
<td>Corporate Strategy: A Resource Based Approach, 2e</td>
<td>Collis</td>
<td>111</td>
</tr>
<tr>
<td>Cortez Peters’ Championship Keyboarding Drills: An Individualized Diagnostic and Prescriptive Method for Developing Accuracy and Speed, 5e</td>
<td>Peters</td>
<td>129</td>
</tr>
<tr>
<td>Crafting &amp; Executing Strategy: Text and Readings, 18e</td>
<td>Thompson</td>
<td>107</td>
</tr>
<tr>
<td>Crafting &amp; Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, 18e</td>
<td>Thompson</td>
<td>106</td>
</tr>
<tr>
<td>Cross-Cultural Management: In Work Organizations, 2e [UK CIPD]</td>
<td>French</td>
<td>70</td>
</tr>
<tr>
<td>Customer Relationship Management [India]</td>
<td>Makkar</td>
<td>175</td>
</tr>
<tr>
<td>Customer Service Skills for Success, 5e</td>
<td>Lucas</td>
<td>132</td>
</tr>
</tbody>
</table>

**D**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing Management Skills: What Great Managers Know and Do</td>
<td>Baldwin</td>
<td>52</td>
</tr>
<tr>
<td>Dynamic Business Law, 2e</td>
<td>Kubasek</td>
<td>18</td>
</tr>
<tr>
<td>Dynamic Business Law: The Essentials, 2e</td>
<td>Kubasek</td>
<td>15</td>
</tr>
<tr>
<td>E</td>
<td>Author</td>
<td>Pages</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>------------------</td>
<td>-------</td>
</tr>
<tr>
<td>E-Business and E-Commerce Infrastructure: Technologies Supporting E-Business Initiative</td>
<td>Chaudhury</td>
<td>176</td>
</tr>
<tr>
<td>Electronic Commerce: Security, Risk Management, and Control, 2e</td>
<td>Greenstein</td>
<td>176</td>
</tr>
<tr>
<td>Employee Benefits, 4e</td>
<td>Martocchio</td>
<td>65</td>
</tr>
<tr>
<td>Employee Training and Development, 5e</td>
<td>Noe</td>
<td>66</td>
</tr>
<tr>
<td>Employment Law for Business, 7e</td>
<td>Bennett-Alexander</td>
<td>26</td>
</tr>
<tr>
<td>Employment Law: An Introduction, 3e [UK CIPD]</td>
<td>Daniels</td>
<td>53</td>
</tr>
<tr>
<td>Employment Relations: Theory &amp; Practice, 2e [Aust]</td>
<td>Bray</td>
<td>67</td>
</tr>
<tr>
<td>Entrepreneurial Small Business, 3e</td>
<td>Katz</td>
<td>94, 97</td>
</tr>
<tr>
<td>Entrepreneurship and Small Firm, 6e [UK]</td>
<td>Deakins</td>
<td>95</td>
</tr>
<tr>
<td>Entrepreneurship, 8e</td>
<td>Hisrich</td>
<td>97</td>
</tr>
<tr>
<td>Entrepreneurship: A Small Business Approach</td>
<td>Bamford</td>
<td>96</td>
</tr>
<tr>
<td>Essentials of Contemporary Advertising, 2e</td>
<td>Arens</td>
<td>157</td>
</tr>
<tr>
<td>Essentials of Contemporary Management, 4e</td>
<td>Jones</td>
<td>33</td>
</tr>
<tr>
<td>Essentials of Contemporary Management, 5e</td>
<td>Jones</td>
<td>31</td>
</tr>
<tr>
<td>Essentials of Management: An Asian Perspective [Asian]</td>
<td>Putti</td>
<td>37</td>
</tr>
<tr>
<td>Essentials of Marketing Management</td>
<td>Marshall</td>
<td>152</td>
</tr>
<tr>
<td>Essentials of Marketing Research, 2e</td>
<td>Hair</td>
<td>146</td>
</tr>
<tr>
<td>Essentials of Marketing, 13e</td>
<td>Perreault</td>
<td>139</td>
</tr>
<tr>
<td>Essentials of Negotiation, 5e</td>
<td>Lewicki</td>
<td>92</td>
</tr>
<tr>
<td>Essentials of Strategic Management: The Quest for Competitive Advantage, 2e</td>
<td>Gamble</td>
<td>108</td>
</tr>
<tr>
<td>Essentials of Strategic Management: The Quest for Competitive Advantage, 3e</td>
<td>Gamble</td>
<td>99</td>
</tr>
<tr>
<td>Ethics and Social Responsibility: Asian and Western Perspectives, 2e [Asian]</td>
<td>Chan</td>
<td>82</td>
</tr>
<tr>
<td>Ethics of Management, 7e (The)</td>
<td>Hosmer</td>
<td>84</td>
</tr>
<tr>
<td>Exploring Innovation, 2e [UK]</td>
<td>Smith</td>
<td>114</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>F</th>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations of Business Communication</td>
<td>Young</td>
<td>7</td>
</tr>
<tr>
<td>Foundations of Marketing, 4e [UK]</td>
<td>Jobber</td>
<td>138</td>
</tr>
<tr>
<td>Fundamentals of Human Resource Management, 4e</td>
<td>Noe</td>
<td>56</td>
</tr>
<tr>
<td>Fundamentals of Management [Asian]</td>
<td>Kant</td>
<td>50</td>
</tr>
<tr>
<td>Fundamentals of Management, 2e [UK]</td>
<td>Smith</td>
<td>34</td>
</tr>
<tr>
<td>Fundamentals of Retailing [India]</td>
<td>Madaan</td>
<td>165</td>
</tr>
<tr>
<td>Fundamentals of Selling, 12e</td>
<td>Futrell</td>
<td>159</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>G</th>
<th>Author</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game Embedded Strategy: Signalling and Management Type [Asian]</td>
<td>McNutt</td>
<td>110</td>
</tr>
<tr>
<td>Global Business Today, 7e</td>
<td>Hill</td>
<td>71</td>
</tr>
<tr>
<td>Global Challenge: International Human Resource Management, 2e (The)</td>
<td>Evans</td>
<td>70</td>
</tr>
<tr>
<td>Global Marketing</td>
<td>Alon</td>
<td>167</td>
</tr>
<tr>
<td>Global Marketing</td>
<td>Johansson</td>
<td>169</td>
</tr>
<tr>
<td>Global Marketing: Foreign Entry, Local Marketing, and Global Management, 5e</td>
<td>Johannsson</td>
<td>112</td>
</tr>
<tr>
<td>GLO-BUS: An Online Business Simulation</td>
<td>Thompson</td>
<td></td>
</tr>
<tr>
<td>Gregg College Keyboarding &amp; Document Porcessing (GDP), Lessons 1-120, 11e</td>
<td>Ober</td>
<td>123</td>
</tr>
<tr>
<td>Title</td>
<td>Author</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------------------</td>
<td>------</td>
</tr>
<tr>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Lessons 1-20 Text, 11e</td>
<td>Ober</td>
<td>123, 128</td>
</tr>
<tr>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Lessons 1-20, 11e</td>
<td>Ober</td>
<td>129</td>
</tr>
<tr>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Office Word 2010, Lessons 1-60, 11e</td>
<td>Ober</td>
<td>123</td>
</tr>
<tr>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Word 2010, Lessons 61-120, 11e</td>
<td>Ober</td>
<td>130</td>
</tr>
<tr>
<td>Gregg Reference Manual Desktop Access Card, 11e (The)</td>
<td>Sabin</td>
<td>9</td>
</tr>
<tr>
<td><strong>H</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Human Relations in Organizations: Applications and Skill Building, 8e</td>
<td>Lussier</td>
<td>51</td>
</tr>
<tr>
<td>Human Resource Management at Work, 5e [UK CIPD]</td>
<td>Marchington</td>
<td>54</td>
</tr>
<tr>
<td>Human Resource and Personnel Management, 5e</td>
<td>Werther</td>
<td>60</td>
</tr>
<tr>
<td>Human Resource and Personnel Management: Text &amp; Cases, 6e [India]</td>
<td>Aswathappa</td>
<td>56</td>
</tr>
<tr>
<td>Human Resource Management in Australia, 4e [Aust]</td>
<td>Kramar</td>
<td>58</td>
</tr>
<tr>
<td>Human Resource Management, 10e</td>
<td>Byars</td>
<td>55</td>
</tr>
<tr>
<td>Human Resource Management, 11e</td>
<td>Ivancevich</td>
<td>58</td>
</tr>
<tr>
<td>Human Resource Management, 12e</td>
<td>Ivancevich</td>
<td>53</td>
</tr>
<tr>
<td>Human Resource Management, 5e</td>
<td>Bernardin</td>
<td>57</td>
</tr>
<tr>
<td>Human Resource Management, 6e</td>
<td>Bernardin</td>
<td>53</td>
</tr>
<tr>
<td>Human Resource Management, 7e</td>
<td>Noe</td>
<td>59</td>
</tr>
<tr>
<td>Human Resource Management, 8e</td>
<td>Noe</td>
<td>53</td>
</tr>
<tr>
<td>Human Resource Strategy</td>
<td>Walker</td>
<td>63</td>
</tr>
<tr>
<td>Human Resource Strategy: A Behavioral Perspective for the General Manager</td>
<td>Dreher</td>
<td>63</td>
</tr>
<tr>
<td><strong>I</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Technology for Retailing [India]</td>
<td>Khurana</td>
<td>165</td>
</tr>
<tr>
<td>Instructor Wraparound Editions (Lessons 61-120) t/a Gregg College Keyboarding &amp; Document Processing (GDP), 11e</td>
<td>Ober</td>
<td>126</td>
</tr>
<tr>
<td>Intercultural Communication in the Global Workplace, 5e</td>
<td>Varmer</td>
<td>8</td>
</tr>
<tr>
<td>International and Comparative Human Resource Management [UK]</td>
<td>Hollinshead</td>
<td>70</td>
</tr>
<tr>
<td>International Business [Aust]</td>
<td>Dowling</td>
<td>74</td>
</tr>
<tr>
<td>International Business Law</td>
<td>Willes</td>
<td>26</td>
</tr>
<tr>
<td>International Business, 12e</td>
<td>Ball</td>
<td>73</td>
</tr>
<tr>
<td>International Business, 13e</td>
<td>Ball</td>
<td>71</td>
</tr>
<tr>
<td>International Business, 4e [India]</td>
<td>Aswathappa</td>
<td>72</td>
</tr>
<tr>
<td>International Business, 8e</td>
<td>Hill</td>
<td>71</td>
</tr>
<tr>
<td>International Business, 9e</td>
<td>Hill</td>
<td>71</td>
</tr>
<tr>
<td>International Human Resource Management, 3e [UK CIPD]</td>
<td>Brewster</td>
<td>69</td>
</tr>
<tr>
<td>International Management: Culture, Strategy, and Behavior, 8e</td>
<td>Luthans</td>
<td>77</td>
</tr>
<tr>
<td>International Management: Managing in a Diverse and Dynamic Global Environment, 2e</td>
<td>Phatak</td>
<td>79</td>
</tr>
<tr>
<td>International Management: Text and Cases, 5e</td>
<td>Beamish</td>
<td>79</td>
</tr>
<tr>
<td>International Marketing [UK]</td>
<td>Clarke</td>
<td>169</td>
</tr>
<tr>
<td>International Marketing, 15e</td>
<td>Cateora</td>
<td>168</td>
</tr>
<tr>
<td>Title</td>
<td>Author</td>
<td>Pages</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------------</td>
<td>-------</td>
</tr>
<tr>
<td>International Marketing, 3e [UK]</td>
<td>Ghauri</td>
<td>168</td>
</tr>
<tr>
<td>Internet Marketing: Building Advantage in a Networked Economy, 2e</td>
<td>Mohammed</td>
<td>172</td>
</tr>
<tr>
<td>Interpersonal Skills in Organizations, 4e</td>
<td>De Janasz</td>
<td>12, 52</td>
</tr>
<tr>
<td>Introduction to Business</td>
<td>Dias</td>
<td>119</td>
</tr>
<tr>
<td>Introduction to Business</td>
<td>Jones</td>
<td>120</td>
</tr>
<tr>
<td>Introduction to Business Ethics, 4e (An)</td>
<td>DesJardins</td>
<td>82</td>
</tr>
<tr>
<td>Introduction to Business Law in Singapore, 4e [Asian]</td>
<td>Chandran</td>
<td>19</td>
</tr>
<tr>
<td>Introduction to Collective Bargaining and Industrial Relations, 4e</td>
<td>Katz</td>
<td>69</td>
</tr>
<tr>
<td>Introduction to E-Commerce, 2e</td>
<td>Rayport</td>
<td>176</td>
</tr>
<tr>
<td>Introduction to Organizational Behavior [UK CIPD]</td>
<td>Butler</td>
<td>55</td>
</tr>
<tr>
<td>Labor Relations, 11e</td>
<td>Fossum</td>
<td>67</td>
</tr>
<tr>
<td>Labor Relations: Striking a Balance, 3e</td>
<td>Budd</td>
<td>68</td>
</tr>
<tr>
<td>Law for Business, 11e</td>
<td>Barnes</td>
<td>17</td>
</tr>
<tr>
<td>Law, Business and Society, 10e</td>
<td>McAdams</td>
<td>24</td>
</tr>
<tr>
<td>Leaders and the Leadership Process, 6e</td>
<td>Pierce</td>
<td>89</td>
</tr>
<tr>
<td>Leadership and Management Development, 5e [UK CIPD]</td>
<td>Mumford</td>
<td>58</td>
</tr>
<tr>
<td>Leadership Communication, 3e</td>
<td>Barrett</td>
<td>9, 90</td>
</tr>
<tr>
<td>Leadership in Asia [Asian]</td>
<td>Ulrich</td>
<td>92</td>
</tr>
<tr>
<td>Leadership: Enhancing the Lessons of Experience, 7e</td>
<td>Hughes</td>
<td>88</td>
</tr>
<tr>
<td>Learning and Development, 5e [UK CIPD]</td>
<td>Harrison</td>
<td>66</td>
</tr>
<tr>
<td>Legal and Regulatory Environment of Business, 16e (The)</td>
<td>Reed</td>
<td>21</td>
</tr>
<tr>
<td>Legal Aspects of Business, 4e [India]</td>
<td>Pathak</td>
<td>25</td>
</tr>
<tr>
<td>Legal Environment of Business - A Managerial Approach: Theory to Practice (The)</td>
<td>Melvin</td>
<td>24</td>
</tr>
<tr>
<td>Legal Environment of Business: In the Information Age</td>
<td>Baumer</td>
<td>25</td>
</tr>
<tr>
<td>Legal, Ethical, and Regulatory Environment of Business in a Diverse Society (The)</td>
<td>Bennett-Alexander</td>
<td>23</td>
</tr>
<tr>
<td>Lesikar's Business Communication: Connecting in a Digital World, 12e</td>
<td>Rentz</td>
<td>5</td>
</tr>
<tr>
<td>M: Advertising</td>
<td>Arens</td>
<td>154</td>
</tr>
<tr>
<td>M: Business Communication, 2e</td>
<td>Flatley</td>
<td>4</td>
</tr>
<tr>
<td>M: Business with Prep Cards and Online Learning Center Access Card, 2e</td>
<td>Ferrell</td>
<td>118</td>
</tr>
<tr>
<td>M: Business, 3e</td>
<td>Ferrell</td>
<td>117</td>
</tr>
<tr>
<td>M: International Business</td>
<td>Geringer</td>
<td>76</td>
</tr>
<tr>
<td>M: Management, 2e</td>
<td>Bateman</td>
<td>32</td>
</tr>
<tr>
<td>M: Marketing, 3e</td>
<td>Grewal</td>
<td>137</td>
</tr>
<tr>
<td>M: Organizational Behavior</td>
<td>McShane</td>
<td>43</td>
</tr>
<tr>
<td>Malaysian Industrial Relations and Employment, 6e [Asian]</td>
<td>Aminuddin</td>
<td>69</td>
</tr>
<tr>
<td>Malaysian Industrial Relations and Employment, 7e [Asian]</td>
<td>Aminuddin</td>
<td>67</td>
</tr>
<tr>
<td>Management &amp; Organizational Behavior [India]</td>
<td>Rudani</td>
<td>50</td>
</tr>
<tr>
<td>Management Foundations: A Pacific Rim Focus, 3e [Aust]</td>
<td>Bartol</td>
<td>35</td>
</tr>
<tr>
<td>Management Now, 2e</td>
<td>Ghillyer</td>
<td>31</td>
</tr>
<tr>
<td>Management of a Sales Force, 12e</td>
<td>Spiro</td>
<td>160</td>
</tr>
<tr>
<td>Management Strategies and Skills [Aust]</td>
<td>Dwyer</td>
<td>110</td>
</tr>
<tr>
<td>Management Strategy: Achieving Sustained Competitive Advantage, 2e</td>
<td>Marcus</td>
<td>109</td>
</tr>
<tr>
<td>Title</td>
<td>Author</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>Management, 13e</td>
<td>Rue</td>
<td>37</td>
</tr>
<tr>
<td>Management, 5e</td>
<td>Knicki</td>
<td>33</td>
</tr>
<tr>
<td>Management: A Global and Entrepreneurial Perspective, 13e [India]</td>
<td>Weirich</td>
<td>36</td>
</tr>
<tr>
<td>Management: A Pacific Rim Focus, 6e [Aust]</td>
<td>Bartol</td>
<td>34</td>
</tr>
<tr>
<td>Management: Concept, Practice &amp; Cases [India]</td>
<td>Ghuman</td>
<td>35</td>
</tr>
<tr>
<td>Management: Leading and Collaborating in the Competitive World, 10e</td>
<td>Bateman</td>
<td>31</td>
</tr>
<tr>
<td>Management: Leading and Collaborating in the Competitive World, 9e</td>
<td>Bateman</td>
<td>32</td>
</tr>
<tr>
<td>Managerial Communication: Strategies and Applications, 5e</td>
<td>Hynes</td>
<td>7</td>
</tr>
<tr>
<td>Manager’s Hot Seat Online Access Card, 2e</td>
<td>McGraw-Hill/Irwin</td>
<td>12, 39, 49, 61</td>
</tr>
<tr>
<td>Managing and Leading People, 2e [UK CIPD]</td>
<td>Rayner</td>
<td>64</td>
</tr>
<tr>
<td>Managing Brands [UK]</td>
<td>Laforet</td>
<td>172</td>
</tr>
<tr>
<td>Managing Change: A Critical Perspective [UK CIPD]</td>
<td>Hughes</td>
<td>87</td>
</tr>
<tr>
<td>Managing Change: Text and Cases, 3e</td>
<td>Jick</td>
<td>87</td>
</tr>
<tr>
<td>Managing Human Resources, 8e</td>
<td>Cascio</td>
<td>57</td>
</tr>
<tr>
<td>Managing New Resources, 9e</td>
<td>Cascio</td>
<td>53</td>
</tr>
<tr>
<td>Managing Organizational Behavior: What Great Managers Know and Do, 2e</td>
<td>Baldwin</td>
<td>52</td>
</tr>
<tr>
<td>Managing Organizational Change: A Multiple Perspectives Approach, 2e</td>
<td>Palmer</td>
<td>88</td>
</tr>
<tr>
<td>Managing the Global Corporation: Case Studies in Strategy and Management, 2e</td>
<td>De La Torre</td>
<td>80</td>
</tr>
<tr>
<td>Marketing Channels: A Malaysian Experience [Asian]</td>
<td>Rosmimah</td>
<td>143</td>
</tr>
<tr>
<td>Marketing Game! 3e</td>
<td>Mason</td>
<td>145</td>
</tr>
<tr>
<td>Marketing in Asia [Asian]</td>
<td>Kerin</td>
<td>142</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Marshall</td>
<td>151</td>
</tr>
<tr>
<td>Marketing Management, 10e</td>
<td>Peter</td>
<td>150</td>
</tr>
<tr>
<td>Marketing Management: A Strategic Decision-Making Approach, 8e</td>
<td>Mullins</td>
<td>149</td>
</tr>
<tr>
<td>Marketing Management: Text and Cass [India]</td>
<td>Chandrasekar</td>
<td>152</td>
</tr>
<tr>
<td>Marketing Planning, 2e [UK]</td>
<td>Hollesen</td>
<td>169</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>Cooper</td>
<td>147</td>
</tr>
<tr>
<td>Marketing Research, 3e [Aust]</td>
<td>Hair</td>
<td>145</td>
</tr>
<tr>
<td>Marketing Research, 4e</td>
<td>Hair</td>
<td>146</td>
</tr>
<tr>
<td>Marketing Strategy: A Decision-Focused Approach, 7e</td>
<td>Walker</td>
<td>152</td>
</tr>
<tr>
<td>Marketing, 10e</td>
<td>Kerin</td>
<td>140</td>
</tr>
<tr>
<td>Marketing, 11e</td>
<td>Kerin</td>
<td>138</td>
</tr>
<tr>
<td>Marketing, 14e</td>
<td>Etzel</td>
<td>143</td>
</tr>
<tr>
<td>Marketing, 3e</td>
<td>Grewal</td>
<td>138</td>
</tr>
<tr>
<td>Marketing: A Practical Approach, 7e [Aust]</td>
<td>Rix</td>
<td>142</td>
</tr>
<tr>
<td>Marketing: Principles and Perspectives, 5e</td>
<td>Bearden</td>
<td>143</td>
</tr>
<tr>
<td>Marketing: The Core, 4e</td>
<td>Kerin</td>
<td>141</td>
</tr>
<tr>
<td>Modern Competitive Strategy, 3e</td>
<td>Walker</td>
<td>111</td>
</tr>
<tr>
<td>Title</td>
<td>Author</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------</td>
<td>------</td>
</tr>
<tr>
<td>Negotiation, 6e</td>
<td>Lewicki</td>
<td>92</td>
</tr>
<tr>
<td>Negotiation: Readings, Exercises and Cases, 6e</td>
<td>Lewicki</td>
<td>93</td>
</tr>
<tr>
<td>New Business Mentor 2007, 7e</td>
<td>FastTrac</td>
<td>99</td>
</tr>
<tr>
<td>New Business Ventures and the Entrepreneur, 6e</td>
<td>Roberts</td>
<td>98</td>
</tr>
<tr>
<td>New Products Management, 10e</td>
<td>Crawford</td>
<td>163</td>
</tr>
<tr>
<td>New Venture Creation: Entrepreneurship for the 21st Century, 9e</td>
<td>Spinelli</td>
<td>96</td>
</tr>
<tr>
<td>Ober: Instructor Resource Kit (Word 2007), 11e</td>
<td>Ober</td>
<td>124, 129, 130</td>
</tr>
<tr>
<td>Ober: Instructor Resource Kit (Word 2010), 11e</td>
<td>Ober</td>
<td>124</td>
</tr>
<tr>
<td>Ober: Kit 1: (Lessons 1-60) with Word 2007 Manual, 11e</td>
<td>Ober</td>
<td>125, 128</td>
</tr>
<tr>
<td>Ober: Kit 1: (Lessons 1-60) with Word 2010 Manual, 11e</td>
<td>Ober</td>
<td>125, 128</td>
</tr>
<tr>
<td>Ober: Kit 2: (Lessons 61-120) with Word 2007 Manual, 11e</td>
<td>Ober</td>
<td>125, 131</td>
</tr>
<tr>
<td>Ober: Kit 2: (Lessons 61-120) with Word 2010 Manual, 11e</td>
<td>Ober</td>
<td>126, 131</td>
</tr>
<tr>
<td>Ober: Kit 3: (Lessons 1-120) with Word 2007 Manual, 11e</td>
<td>Ober</td>
<td>126, 131</td>
</tr>
<tr>
<td>Ober: Kit 3: (Lessons 1-120) with Word 2010 Manual, 11e</td>
<td>Ober</td>
<td>127, 132</td>
</tr>
<tr>
<td>Ober: Kit 4: (Lessons 1-20), 11e</td>
<td>Ober</td>
<td>127, 129</td>
</tr>
<tr>
<td>Office Management [India]</td>
<td>Balachandran</td>
<td>133</td>
</tr>
<tr>
<td>Organization Development and Transformation: Managing Effective Change, 6e</td>
<td>French</td>
<td>86</td>
</tr>
<tr>
<td>Organizational Behavior and Management, 9e</td>
<td>Ivancevich</td>
<td>44, 49</td>
</tr>
<tr>
<td>Organizational Behavior in Asia: Issues and Challenges [Asian]</td>
<td>Tan</td>
<td>49</td>
</tr>
<tr>
<td>Organizational Behavior, 10e</td>
<td>Kreitner</td>
<td>40</td>
</tr>
<tr>
<td>Organizational Behavior, 12e</td>
<td>Luthans</td>
<td>45</td>
</tr>
<tr>
<td>Organizational Behavior, 4e [UK]</td>
<td>Bue lens</td>
<td>43</td>
</tr>
<tr>
<td>Organizational Behavior, 5e</td>
<td>McShane</td>
<td>46</td>
</tr>
<tr>
<td>Organizational Behavior, 6e</td>
<td>McShane</td>
<td>41</td>
</tr>
<tr>
<td>Organizational Behavior, 9e</td>
<td>Kreitner</td>
<td>46</td>
</tr>
<tr>
<td>Organizational Behavior: Essentials for Improving Performance and Commitment</td>
<td>Colquitt</td>
<td>45</td>
</tr>
<tr>
<td>Organizational Behavior: Essentials, 2e</td>
<td>McShane</td>
<td>47</td>
</tr>
<tr>
<td>Organizational Behavior: Human Behavior at Work, 13e</td>
<td>News trom</td>
<td>45</td>
</tr>
<tr>
<td>Organizational Behavior: Improving Performance and Commitment in the Workplace, 2e</td>
<td>Colquitt</td>
<td>44</td>
</tr>
<tr>
<td>Organizational Behavior: Improving Performance and Commitment in the Workplace, 3e</td>
<td>Colquitt</td>
<td>40</td>
</tr>
<tr>
<td>Organizational Behavior: Key Concepts, Skills &amp; Best Practices, 5e</td>
<td>Kinicki</td>
<td>42</td>
</tr>
<tr>
<td>Organizational Behaviour on the Pacific Rim, 3e [Aust]</td>
<td>McShane</td>
<td>47</td>
</tr>
<tr>
<td>Organizations: Behavior, Structure, Processes, 14e</td>
<td>Gibson</td>
<td>41</td>
</tr>
<tr>
<td><strong>P</strong></td>
<td><strong>Title</strong></td>
<td><strong>Author</strong></td>
</tr>
<tr>
<td>-------</td>
<td>-----------</td>
<td>------------</td>
</tr>
<tr>
<td>People and Organizational Development [UK CIPD]</td>
<td>Francis</td>
<td>54</td>
</tr>
<tr>
<td>People Resourcing, 5e [UK CIPD]</td>
<td>Taylor</td>
<td>64</td>
</tr>
<tr>
<td>Perspectives in Business Ethics, 3e</td>
<td>Hartman</td>
<td>84</td>
</tr>
<tr>
<td>Preface to Marketing Management, 12e</td>
<td>Peter</td>
<td>151</td>
</tr>
<tr>
<td>Preface to Marketing Management, 13e</td>
<td>Peter</td>
<td>150</td>
</tr>
<tr>
<td>Principles and Practice of Marketing, 6e [UK]</td>
<td>Jobber</td>
<td>142</td>
</tr>
<tr>
<td>Principles of Management</td>
<td>Hill</td>
<td>37</td>
</tr>
<tr>
<td>Principles of Services Marketing, 6e [UK]</td>
<td>Palmer</td>
<td>171</td>
</tr>
<tr>
<td>Product Category Management [India]</td>
<td>Chiplunkar</td>
<td>163</td>
</tr>
<tr>
<td>Product Design and Development, 5e</td>
<td>Ulrich</td>
<td>164</td>
</tr>
<tr>
<td>Product Management, 4e</td>
<td>Lehmann</td>
<td>163</td>
</tr>
<tr>
<td>Productivity: Winning in Life [Asian]</td>
<td>Podolinsky</td>
<td>53</td>
</tr>
<tr>
<td>Public Relations: The Profession and the Practice, 4e</td>
<td>Lattimore</td>
<td>174</td>
</tr>
<tr>
<td><strong>R</strong></td>
<td><strong>Title</strong></td>
<td><strong>Author</strong></td>
</tr>
<tr>
<td>Relationship Selling, 3e</td>
<td>Johnston</td>
<td>159</td>
</tr>
<tr>
<td>Report Writing for Business and Professional Purposes, 2e [Asian]</td>
<td>Rajeswary</td>
<td>10</td>
</tr>
<tr>
<td>Retail Franchising [India]</td>
<td>Sidpuria</td>
<td>167</td>
</tr>
<tr>
<td>Retail Merchandising [India]</td>
<td>Pradhan</td>
<td>166</td>
</tr>
<tr>
<td>Retail Store Operations [India]</td>
<td>Lyer</td>
<td>165</td>
</tr>
<tr>
<td>Retailing Management, 3e [India]</td>
<td>Pradhan</td>
<td>166</td>
</tr>
<tr>
<td>Retailing Management, 8e</td>
<td>Levy</td>
<td>164</td>
</tr>
<tr>
<td><strong>S</strong></td>
<td><strong>Title</strong></td>
<td><strong>Author</strong></td>
</tr>
<tr>
<td>Sales and Distribution Management, 2e [India]</td>
<td>Havaldar</td>
<td>160</td>
</tr>
<tr>
<td>Sales Force Management, 10e</td>
<td>Johnston</td>
<td>160</td>
</tr>
<tr>
<td>Selling: Building Partnerships, 8e</td>
<td>Castleberry</td>
<td>158</td>
</tr>
<tr>
<td>Services Marketing [India]</td>
<td>Kapoor</td>
<td>171</td>
</tr>
<tr>
<td>Services Marketing, 3e [India]</td>
<td>Nargundkar</td>
<td>171</td>
</tr>
<tr>
<td>Services Marketing, 6e</td>
<td>Zeithaml</td>
<td>170</td>
</tr>
<tr>
<td>Skillbuilding: Building Speed &amp; Accuracy on the Keyboard, 4e</td>
<td>Eide</td>
<td>127</td>
</tr>
<tr>
<td>Small Business Management: An Entrepreneur's Guidebook, 6e</td>
<td>Byrd</td>
<td>95</td>
</tr>
<tr>
<td>Sports Marketing, 2e</td>
<td>Fullerton</td>
<td>175</td>
</tr>
<tr>
<td>Staffing Organizations, 7e</td>
<td>Heneman III</td>
<td>64</td>
</tr>
<tr>
<td>Strategic Human Resource Management [UK]</td>
<td>Boselie</td>
<td>63</td>
</tr>
<tr>
<td>Strategic Management of Technological Innovation, 3e</td>
<td>Schilling</td>
<td>113</td>
</tr>
<tr>
<td>Strategic Management of Technology and Innovation, 5e</td>
<td>Burgelman</td>
<td>113</td>
</tr>
<tr>
<td>Strategic Management, 12e</td>
<td>Pearce</td>
<td>109</td>
</tr>
<tr>
<td>Strategic Management, 13e</td>
<td>Pearce</td>
<td>99</td>
</tr>
<tr>
<td>Strategic Management: Concept</td>
<td>Rothaermel</td>
<td>100</td>
</tr>
<tr>
<td>Strategic Management: Concepts and Cases</td>
<td>Rothaermel</td>
<td>101</td>
</tr>
<tr>
<td>Strategic Management: Creating Competitive Advantages, 6e</td>
<td>Dess</td>
<td>103</td>
</tr>
<tr>
<td>Strategic Management: Text and Cases, 6e</td>
<td>Dess</td>
<td>104</td>
</tr>
<tr>
<td>Title</td>
<td>Author</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>Strategic Marketing Management Cases, 7e</td>
<td>Cravens</td>
<td>154</td>
</tr>
<tr>
<td>Strategic Marketing, 10e</td>
<td>Cravens</td>
<td>153</td>
</tr>
<tr>
<td>Strategic Marketing: A Practical Approach</td>
<td>Alsem</td>
<td>153</td>
</tr>
<tr>
<td>Strategies for Cross-Cultural Negotiation [Asian]</td>
<td>Tan</td>
<td>93</td>
</tr>
<tr>
<td>Strategy 2008-2009</td>
<td>Ketchen</td>
<td>110</td>
</tr>
<tr>
<td>Supervision: Concepts and Skill-Building, 7e</td>
<td>Certo</td>
<td>39</td>
</tr>
<tr>
<td>Supervision: Key Link to Productivity, 10e</td>
<td>Rue</td>
<td>40</td>
</tr>
<tr>
<td>Supervision: Managing for Results, 10e</td>
<td>Newstrom</td>
<td>39</td>
</tr>
<tr>
<td>Supply Chain Management for Retailing [India]</td>
<td>Ray</td>
<td>166</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views in Business Ethics and Society, 12e</td>
<td>Newton</td>
<td>85</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views in Human Resource Management</td>
<td>Rao</td>
<td>62</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views in Human Resource Management, 2e</td>
<td>Rao</td>
<td>61</td>
</tr>
<tr>
<td>Taking Sides: Clashing Views on Legal Issues, 15e</td>
<td>Katsh</td>
<td>20</td>
</tr>
<tr>
<td>Transnational Management: Text and Cases, 6e [Asian]</td>
<td>Bartlett</td>
<td>78</td>
</tr>
<tr>
<td>Understanding Business, 10e</td>
<td>Nickels</td>
<td>117</td>
</tr>
<tr>
<td>Understanding Business, 9e</td>
<td>Nickels</td>
<td>119</td>
</tr>
<tr>
<td>Understanding Employment Relations, 2e [UK]</td>
<td>Dundon</td>
<td>68</td>
</tr>
<tr>
<td>Update to Fundamentals of Business Law, 6e [Aust]</td>
<td>Barron</td>
<td>19</td>
</tr>
<tr>
<td>Visual Merchandising [India]</td>
<td>Bhalla</td>
<td>165</td>
</tr>
<tr>
<td>Which Ad Pulled Best? 10e</td>
<td>Purvis</td>
<td>158</td>
</tr>
<tr>
<td>Winning Corporate Reputation Strategies: Lessons from Asia Pacific [Asian]</td>
<td>Chong</td>
<td>75</td>
</tr>
<tr>
<td>Writing, Researching, Communicating: Communication Skills for the Information Age, 3e [Aust]</td>
<td>Windshuttle</td>
<td>11</td>
</tr>
</tbody>
</table>
### Author Index

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Edition</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adler</td>
<td>Communicating at Work: Principles and Practices for Business and the Professions, 10e</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Alon</td>
<td>Global Marketing</td>
<td></td>
<td>167</td>
</tr>
<tr>
<td>Alsem</td>
<td>Strategic Marketing: A Practical Approach</td>
<td></td>
<td>153</td>
</tr>
<tr>
<td>Aminuddin</td>
<td>Malaysian Industrial Relations and Employment, 6e [Asian]</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>Aminuddin</td>
<td>Malaysian Industrial Relations and Employment, 7e [Asian]</td>
<td></td>
<td>67</td>
</tr>
<tr>
<td>Andrews</td>
<td>Sales &amp; Marketing: A Textbook for the Hospitality Industry [India]</td>
<td></td>
<td>174</td>
</tr>
<tr>
<td>Arens</td>
<td>Contemporary Advertising, 13e</td>
<td></td>
<td>156</td>
</tr>
<tr>
<td>Arens</td>
<td>Essentials of Contemporary Advertising, 2e</td>
<td></td>
<td>157</td>
</tr>
<tr>
<td>Arens</td>
<td>M: Advertising</td>
<td></td>
<td>154</td>
</tr>
<tr>
<td>Argenti</td>
<td>Corporate Communication, 5e</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Aswathappa</td>
<td>Human Resource and Personnel Management: Text &amp; Cases, 6e [India]</td>
<td></td>
<td>56</td>
</tr>
<tr>
<td>Aswathappa</td>
<td>International Business, 4e [India]</td>
<td></td>
<td>72</td>
</tr>
<tr>
<td>Aubrey</td>
<td>Aspirational Leadership: Skills and Tools to Create an Entrepreneurial Workforce [Asian]</td>
<td></td>
<td>90</td>
</tr>
<tr>
<td>Balachandran</td>
<td>Office Management [India]</td>
<td></td>
<td>133</td>
</tr>
<tr>
<td>Baldwin</td>
<td>Developing Management Skills: What Great Managers Know and Do</td>
<td></td>
<td>52</td>
</tr>
<tr>
<td>Baldwin</td>
<td>Managing Organizational Behavior: What Great Managers Know and Do, 2e</td>
<td></td>
<td>52</td>
</tr>
<tr>
<td>Ball</td>
<td>International Business, 12e</td>
<td></td>
<td>73</td>
</tr>
<tr>
<td>Ball</td>
<td>International Business, 13e</td>
<td></td>
<td>71</td>
</tr>
<tr>
<td>Bamford</td>
<td>Entrepreneurship: A Small Business Approach</td>
<td></td>
<td>96</td>
</tr>
<tr>
<td>Barnes</td>
<td>Law for Business, 11e</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>Barrett</td>
<td>Leadership Communication, 3e</td>
<td></td>
<td>9, 90</td>
</tr>
<tr>
<td>Barron</td>
<td>Update to Fundamentals of Business Law, 6e [Aust]</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Bartlett</td>
<td>Transnational Management: Text and Cases, 6e [Asian]</td>
<td></td>
<td>78</td>
</tr>
<tr>
<td>Bartol</td>
<td>Management Foundations: A Pacific Rim Focus, 3e [Aust]</td>
<td></td>
<td>35</td>
</tr>
<tr>
<td>Bartol</td>
<td>Management: A Pacific Rim Focus, 6e [Aust]</td>
<td></td>
<td>34</td>
</tr>
<tr>
<td>Bateman</td>
<td>M: Management, 2e</td>
<td></td>
<td>32</td>
</tr>
<tr>
<td>Bateman</td>
<td>Management: Leading and Collaborating in the Competitive World, 10e</td>
<td></td>
<td>31</td>
</tr>
<tr>
<td>Bateman</td>
<td>Management: Leading and Collaborating in the Competitive World, 9e</td>
<td></td>
<td>32</td>
</tr>
<tr>
<td>Baumer</td>
<td>Legal Environment of Business: In the Information Age</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Beamish</td>
<td>International Management: Text and Cases, 5e</td>
<td></td>
<td>79</td>
</tr>
<tr>
<td>Bearden</td>
<td>Marketing: Principles and Perspectives, 5e</td>
<td></td>
<td>143</td>
</tr>
<tr>
<td>Belch</td>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective, 2e [Aust]</td>
<td></td>
<td>157</td>
</tr>
<tr>
<td>Belch</td>
<td>Advertising and Promotion: An Integrated Marketing Communications Perspective, 9e</td>
<td></td>
<td>155</td>
</tr>
<tr>
<td>Bennett-Alexander</td>
<td>Employment Law for Business, 7e</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td>Bennett-Alexander</td>
<td>Legal, Ethical, and Regulatory Environment of Business in a Diverse Society (The)</td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>Bernardin</td>
<td>Human Resource Management, 5e</td>
<td></td>
<td>57</td>
</tr>
<tr>
<td>Bernardin</td>
<td>Human Resource Management, 6e</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>Bhalla</td>
<td>Visual Merchandising [India]</td>
<td></td>
<td>165</td>
</tr>
<tr>
<td>Biemans</td>
<td>Business to Business Marketing [UK]</td>
<td></td>
<td>161</td>
</tr>
<tr>
<td>Boselie</td>
<td>Strategic Human Resource Management [UK]</td>
<td></td>
<td>63</td>
</tr>
<tr>
<td>Bray</td>
<td>Employment Relations: Theory &amp; Practice, 2e [Aust]</td>
<td></td>
<td>67</td>
</tr>
<tr>
<td>Brewster</td>
<td>International Human Resource Management, 3e [UK CIPD]</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------------------------------------------------------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>Budd</td>
<td>Labor Relations: Striking a Balance, 3e</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>Buelens</td>
<td>Organizational Behavior, 4e [UK]</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Burgelman</td>
<td>Strategic Management of Technology and Innovation, 5e</td>
<td>113</td>
<td></td>
</tr>
<tr>
<td>Butler</td>
<td>Introduction to Organizational Behavior [UK CIPD]</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>Byars</td>
<td>Human Resource Management, 10e</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>Byrd</td>
<td>Small Business Management: An Entrepreneur’s Guidebook, 6e</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td>Cascio</td>
<td>Managing Human Resources, 8e</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td>Cascio</td>
<td>Managing New Resources, 9e</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>Castleberry</td>
<td>Selling: Building Partnerships, 8e</td>
<td>158</td>
<td></td>
</tr>
<tr>
<td>Cateora</td>
<td>International Marketing, 15e</td>
<td>168</td>
<td></td>
</tr>
<tr>
<td>Certo</td>
<td>Supervision: Concepts and Skill-Building, 7e</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>Chan</td>
<td>Ethics and Social Responsibility: Asian and Western Perspectives, 2e [Asian]</td>
<td>82</td>
<td></td>
</tr>
<tr>
<td>Chandran</td>
<td>Introduction to Business Law in Singapore, 4e [Asian]</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Chandrasekar</td>
<td>Marketing Management: Text and Cass [India]</td>
<td>152</td>
<td></td>
</tr>
<tr>
<td>Chaudhury</td>
<td>E-Business and E-Commerce Infrastructure: Technologies Supporting E-Business Initiative</td>
<td>176</td>
<td></td>
</tr>
<tr>
<td>Chiplunkar</td>
<td>Product Category Management [India]</td>
<td>163</td>
<td></td>
</tr>
<tr>
<td>Chong</td>
<td>Winning Corporate Reputation Strategies: Lessons from Asia Pacific [Asian]</td>
<td>75</td>
<td></td>
</tr>
<tr>
<td>Chow</td>
<td>Business Journey to the East [Asian]</td>
<td>75</td>
<td></td>
</tr>
<tr>
<td>Clarke</td>
<td>International Marketing [UK]</td>
<td>169</td>
<td></td>
</tr>
<tr>
<td>Collis</td>
<td>Corporate Strategy: A Resource Based Approach, 2e</td>
<td>111</td>
<td></td>
</tr>
<tr>
<td>Colquitt</td>
<td>Organizational Behavior: Essentials for Improving Performance and Commitment</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>Colquitt</td>
<td>Organizational Behavior: Improving Performance and Commitment in the Workplace, 2e</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>Colquitt</td>
<td>Organizational Behavior: Improving Performance and Commitment in the Workplace, 3e</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Cooper</td>
<td>Marketing Research</td>
<td>147</td>
<td></td>
</tr>
<tr>
<td>Cravens</td>
<td>Strategic Marketing Management Cases, 7e</td>
<td>154</td>
<td></td>
</tr>
<tr>
<td>Cravens</td>
<td>Strategic Marketing, 10e</td>
<td>153</td>
<td></td>
</tr>
<tr>
<td>Crawford</td>
<td>New Products Management, 10e</td>
<td>163</td>
<td></td>
</tr>
<tr>
<td>Crossman</td>
<td>Business Communication for the Global Age [Aust]</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Daniels</td>
<td>Employment Law: An Introduction, 3e [UK CIPD]</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>De Janasz</td>
<td>Interpersonal Skills in Organizations, 4e</td>
<td>12, 52</td>
<td></td>
</tr>
<tr>
<td>De La Torre</td>
<td>Managing the Global Corporation: Case Studies in Strategy and Management, 2e</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Deakins</td>
<td>Entrepreneurship and Small Firm, 6e [UK]</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td>DesJardins</td>
<td>Introduction to Business Ethics, 4e (An)</td>
<td>82</td>
<td></td>
</tr>
<tr>
<td>Dess</td>
<td>Strategic Management: Creating Competitive Advantages, 6e</td>
<td>103</td>
<td></td>
</tr>
<tr>
<td>Dess</td>
<td>Strategic Management: Text and Cases, 6e</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td>Dias</td>
<td>Introduction to Business</td>
<td>119</td>
<td></td>
</tr>
<tr>
<td>Dowling</td>
<td>International Business [Aust]</td>
<td>74</td>
<td></td>
</tr>
<tr>
<td>Drehu</td>
<td>Human Resource Strategy: A Behavioral Perspective for the General Manager</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>Dundon</td>
<td>Understanding Employment Relations, 2e [UK]</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>Dwyer</td>
<td>Business Marketing: Connecting Strategy, Relationships and Learning, 4e</td>
<td>162</td>
<td></td>
</tr>
</tbody>
</table>
Dwyer Management Strategies and Skills [Aust] 110

E
Eide Skillbuilding: Building Speed & Accuracy on the Keyboard, 4e 127
Etzel Marketing, 14e 143
Evans Global Challenge: International Human Resource Management, 2e (The) 70

F
FastTrac New Business Mentor 2007, 7e 99
Ferrell Business: A Changing World, 8e 118
Ferrell M: Business with Prep Cards and Online Learning Center Access Card, 2e 118
Ferrell M: Business, 3e 117
Flatley M: Business Communication, 2e 4
Fossum Labor Relations, 11e 67
Francis People and Organizational Development [UK CIPD] 54
French Cross-Cultural Management: In Work Organizations, 2e [UK CIPD] 70
French Organization Development and Transformation: Managing Effective Change, 6e 86
Fritzsche Business Ethics: A Global and Managerial Perspective, 2e 84
Fullerton Sports Marketing, 2e 175
Futrell ABC’s of Relationship Selling, 11e 158
Futrell Fundamentals of Selling, 12e 159

G
Gamble Essentials of Strategic Management: The Quest for Competitive Advantage, 2e 108
Gamble Essentials of Strategic Management: The Quest for Competitive Advantage, 3e 99
Geringer M: International Business 76
Ghauri International Marketing, 3e [UK] 168
Ghillyer Business Ethics Now, 3e 81
Ghillyer Management Now, 2e 31
Ghosh Business Ethics and Corporate Governance [India] 83
Ghuman Management: Concept, Practice & Cases [India] 35
Gibson Organizations: Behavior, Structure, Processes, 14e 41
Greenstein Electronic Commerce: Security, Risk Management, and Control, 2e 176
Grewal M: Marketing, 3e 137
Grewal Marketing, 3e 138

H
Hair Essentials of Marketing Research, 2e 146
Hair Marketing Research, 3e [Aust] 145
Hair Marketing Research, 4e 146
Harrison Learning and Development, 5e [UK CIPD] 66
Hartman Business Ethics: Decision-Making for Personal Integrity and Social Responsibility, 2e 84
Hartman Perspectives in Business Ethics, 3e 84
Havaldar Business Marketing, 3e [India] 161
Havaldar Sales and Distribution Management, 2e [India] 160
Hawkins Consumer Behavior, 11e 147
Hawkins Consumer Behavior: Building Marketing Strategy, 12e 147
<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heneman III</td>
<td>Staffing Organizations, 7e</td>
<td>64</td>
</tr>
<tr>
<td>Hill</td>
<td>Global Business Today, 7e</td>
<td>71</td>
</tr>
<tr>
<td>Hill</td>
<td>International Business, 8e</td>
<td>71</td>
</tr>
<tr>
<td>Hill</td>
<td>International Business, 9e</td>
<td>71</td>
</tr>
<tr>
<td>Hill</td>
<td>Principles of Management</td>
<td>37</td>
</tr>
<tr>
<td>Hill</td>
<td>Global Business Today, 2e [Aust]</td>
<td>73</td>
</tr>
<tr>
<td>Hisrich</td>
<td>Entrepreneurship, 8e</td>
<td>97</td>
</tr>
<tr>
<td>Hollesen</td>
<td>Marketing Planning, 2e [UK]</td>
<td>169</td>
</tr>
<tr>
<td>Hollinshead</td>
<td>International and Comparative Human Resource Management [UK]</td>
<td>70</td>
</tr>
<tr>
<td>Hosmer</td>
<td>Ethics of Management, 7e (The)</td>
<td>84</td>
</tr>
<tr>
<td>Huff</td>
<td>Cases in Electronic Commerce, 2e</td>
<td>177</td>
</tr>
<tr>
<td>Hughes</td>
<td>Leadership: Enhancing the Lessons of Experience, 7e</td>
<td>88</td>
</tr>
<tr>
<td>Hughes</td>
<td>Managing Change: A Critical Perspective [UK CIPD]</td>
<td>87</td>
</tr>
<tr>
<td>Hynes</td>
<td>Managerial Communication: Strategies and Applications, 5e</td>
<td>7</td>
</tr>
<tr>
<td>Ivancevich</td>
<td>Human Resource Management, 11e</td>
<td>58</td>
</tr>
<tr>
<td>Ivancevich</td>
<td>Human Resource Management, 12e</td>
<td>53</td>
</tr>
<tr>
<td>Ivancevich</td>
<td>Organizational Behavior and Management, 9e</td>
<td>44, 49</td>
</tr>
<tr>
<td>Jick</td>
<td>Managing Change: Text and Cases, 3e</td>
<td>87</td>
</tr>
<tr>
<td>Jobber</td>
<td>Foundations of Marketing, 4e [UK]</td>
<td>138</td>
</tr>
<tr>
<td>Jobber</td>
<td>Principles and Practice of Marketing, 6e [UK]</td>
<td>142</td>
</tr>
<tr>
<td>Johansson</td>
<td>Global Marketing: Foreign Entry, Local Marketing, and Global Management, 5e</td>
<td>169</td>
</tr>
<tr>
<td>Johnston</td>
<td>Relationship Selling, 3e</td>
<td>159</td>
</tr>
<tr>
<td>Johnston</td>
<td>Sales Force Management, 10e</td>
<td>160</td>
</tr>
<tr>
<td>Jones</td>
<td>Contemporary Management, 7e</td>
<td>32</td>
</tr>
<tr>
<td>Jones</td>
<td>Essentials of Contemporary Management, 4e</td>
<td>33</td>
</tr>
<tr>
<td>Jones</td>
<td>Essentials of Contemporary Management, 5e</td>
<td>31</td>
</tr>
<tr>
<td>Jones</td>
<td>Introduction to Business</td>
<td>120</td>
</tr>
<tr>
<td>Kant</td>
<td>Fundamentals of Management [Asian]</td>
<td>50</td>
</tr>
<tr>
<td>Kapoor</td>
<td>Services Marketing [India]</td>
<td>171</td>
</tr>
<tr>
<td>Katsh</td>
<td>Taking Sides: Clashing Views on Legal Issues, 15e</td>
<td>20</td>
</tr>
<tr>
<td>Katz</td>
<td>Entrepreneurial Small Business, 3e</td>
<td>94, 97</td>
</tr>
<tr>
<td>Katz</td>
<td>Introduction to Collective Bargaining and Industrial Relations, 4e</td>
<td>69</td>
</tr>
<tr>
<td>Kerin</td>
<td>Marketing in Asia [Asian]</td>
<td>142</td>
</tr>
<tr>
<td>Kerin</td>
<td>Marketing, 10e</td>
<td>140</td>
</tr>
<tr>
<td>Kerin</td>
<td>Marketing, 11e</td>
<td>138</td>
</tr>
<tr>
<td>Kerin</td>
<td>Marketing: The Core, 4e</td>
<td>141</td>
</tr>
<tr>
<td>Ketchen</td>
<td>Strategy 2008-2009</td>
<td>110</td>
</tr>
<tr>
<td>Khurana</td>
<td>Information Technology for Retailing [India]</td>
<td>165</td>
</tr>
<tr>
<td>Kinicki</td>
<td>Management, 5e</td>
<td>33</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Kinicki</td>
<td>Organizational Behavior: Key Concepts, Skills &amp; Best Practices, 5e</td>
<td>42</td>
</tr>
<tr>
<td>Kramar</td>
<td>Human Resource Management in Australia, 4e [Aust]</td>
<td>58</td>
</tr>
<tr>
<td>Kreitner</td>
<td>Organizational Behavior, 10e</td>
<td>40</td>
</tr>
<tr>
<td>Kreitner</td>
<td>Organizational Behavior, 9e</td>
<td>46</td>
</tr>
<tr>
<td>Kubasek</td>
<td>Dynamic Business Law, 2e</td>
<td>18</td>
</tr>
<tr>
<td>Kubasek</td>
<td>Dynamic Business Law: The Essentials, 2e</td>
<td>15</td>
</tr>
<tr>
<td>Laforet</td>
<td>Managing Brands [UK]</td>
<td>172</td>
</tr>
<tr>
<td>Lattimore</td>
<td>Public Relations: The Profession and the Practice, 4e</td>
<td>174</td>
</tr>
<tr>
<td>Lau</td>
<td>Business Marketing in Asia [Asian]</td>
<td>162</td>
</tr>
<tr>
<td>Lawrence</td>
<td>Business and Society: An Asian Perspective [Asian]</td>
<td>81</td>
</tr>
<tr>
<td>Lawrence</td>
<td>Business and Society: Stakeholders, Ethics, Public Policy, 13e</td>
<td>81</td>
</tr>
<tr>
<td>Lehmann</td>
<td>Analysis for Marketing Planning, 7e</td>
<td>172</td>
</tr>
<tr>
<td>Lehmann</td>
<td>Product Management, 4e</td>
<td>163</td>
</tr>
<tr>
<td>Levy</td>
<td>Retailing Management, 8e</td>
<td>164</td>
</tr>
<tr>
<td>Lewicki</td>
<td>Essentials of Negotiation, 5e</td>
<td>92</td>
</tr>
<tr>
<td>Lewicki</td>
<td>Negotiation, 6e</td>
<td>92</td>
</tr>
<tr>
<td>Lewicki</td>
<td>Negotiation: Readings, Exercises and Cases, 6e</td>
<td>93</td>
</tr>
<tr>
<td>Locker</td>
<td>Business and Administrative Communication, 10e</td>
<td>3</td>
</tr>
<tr>
<td>Locker</td>
<td>Business Communication: Building Critical Skills, 5e</td>
<td>5</td>
</tr>
<tr>
<td>Lucas</td>
<td>Customer Service Skills for Success, 5e</td>
<td>132</td>
</tr>
<tr>
<td>Lussier</td>
<td>Human Relations in Organizations: Applications and Skill Building, 8e</td>
<td>51</td>
</tr>
<tr>
<td>Luthans</td>
<td>International Management: Culture, Strategy, and Behavior, 8e</td>
<td>77</td>
</tr>
<tr>
<td>Luthans</td>
<td>Organizational Behavior, 12e</td>
<td>45</td>
</tr>
<tr>
<td>Lyer</td>
<td>Retail Store Operations [India]</td>
<td>165</td>
</tr>
<tr>
<td>Madaan</td>
<td>Fundamentals of Retailing [India]</td>
<td>165</td>
</tr>
<tr>
<td>Maidment</td>
<td>Annual Editions: Human Resources 11/12, 20e</td>
<td>61</td>
</tr>
<tr>
<td>Maidment</td>
<td>Annual Editions: Human Resources 12/13, 21e</td>
<td>61</td>
</tr>
<tr>
<td>Maidment</td>
<td>Annual Editions: International Business, 16e</td>
<td>74</td>
</tr>
<tr>
<td>Maidment</td>
<td>Annual Editions: Management, 16e</td>
<td>38</td>
</tr>
<tr>
<td>Makkar</td>
<td>Customer Relationship Management [India]</td>
<td>175</td>
</tr>
<tr>
<td>Mallor</td>
<td>Business Law, 15e</td>
<td>16</td>
</tr>
<tr>
<td>Manning</td>
<td>Art of Leadership, 4e (The)</td>
<td>89</td>
</tr>
<tr>
<td>Marchington</td>
<td>Human Resource Management at Work, 5e [UK CIPD]</td>
<td>54</td>
</tr>
<tr>
<td>Marcus</td>
<td>Management Strategy: Achieving Sustained Competitive Advantage, 2e</td>
<td>109</td>
</tr>
<tr>
<td>Marshall</td>
<td>Essentials of Marketing Management</td>
<td>152</td>
</tr>
<tr>
<td>Marshall</td>
<td>Marketing Management</td>
<td>151</td>
</tr>
<tr>
<td>Martocchio</td>
<td>Employee Benefits, 4e</td>
<td>65</td>
</tr>
<tr>
<td>Mason</td>
<td>Brainfruit [Asian]</td>
<td>98</td>
</tr>
<tr>
<td>Mason</td>
<td>Marketing Game! 3e</td>
<td>145</td>
</tr>
<tr>
<td>Matsushita</td>
<td>Business is People [Asian]</td>
<td>91</td>
</tr>
<tr>
<td>McAdams</td>
<td>Law, Business and Society, 10e</td>
<td>24</td>
</tr>
<tr>
<td>McCartney</td>
<td>Event Management: An Asian Perspective [Asian]</td>
<td>173</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page(s)</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>McGraw-Hill/Irwin</td>
<td>Manager’s Hot Seat Online Access Card, 2e</td>
<td>12, 39, 49, 61</td>
</tr>
<tr>
<td>McNutt</td>
<td>Game Embedded Strategy: Signalling and Management Type [Asian]</td>
<td>110</td>
</tr>
<tr>
<td>McShane</td>
<td>M: Organizational Behavior</td>
<td>43</td>
</tr>
<tr>
<td>McShane</td>
<td>Organizational Behavior, 5e</td>
<td>46</td>
</tr>
<tr>
<td>McShane</td>
<td>Organizational Behavior, 6e</td>
<td>41</td>
</tr>
<tr>
<td>McShane</td>
<td>Organizational Behavior: Essentials, 2e</td>
<td>47</td>
</tr>
<tr>
<td>McShane</td>
<td>Organizational Behaviour on the Pacific Rim, 3e [Aust]</td>
<td>47</td>
</tr>
<tr>
<td>Melvin</td>
<td>Legal Environment of Business - A Managerial Approach: Theory to Practice (The)</td>
<td>24</td>
</tr>
<tr>
<td>Milkovich</td>
<td>Compensation, 10e</td>
<td>65</td>
</tr>
<tr>
<td>Mohammed</td>
<td>Internet Marketing: Building Advantage in a Networked Economy, 2e</td>
<td>172</td>
</tr>
<tr>
<td>Mullins</td>
<td>Marketing Management: A Strategic Decision-Making Approach, 8e</td>
<td>149</td>
</tr>
<tr>
<td>Mumford</td>
<td>Leadership and Management Development, 5e [UK CIPD]</td>
<td>58</td>
</tr>
<tr>
<td>Nargundkar</td>
<td>Services Marketing, 3e [India]</td>
<td>171</td>
</tr>
<tr>
<td>Newstrom</td>
<td>Organizational Behavior: Human Behavior at Work, 13e</td>
<td>45</td>
</tr>
<tr>
<td>Newstrom</td>
<td>Supervision: Managing for Results, 10e</td>
<td>39</td>
</tr>
<tr>
<td>Newton</td>
<td>Taking Sides: Clashing Views in Business Ethics and Society, 12e</td>
<td>85</td>
</tr>
<tr>
<td>Nickels</td>
<td>Business: Connecting Principles to Practice</td>
<td>117</td>
</tr>
<tr>
<td>Nickels</td>
<td>Understanding Business, 10e</td>
<td>117</td>
</tr>
<tr>
<td>Nickels</td>
<td>Understanding Business, 9e</td>
<td>119</td>
</tr>
<tr>
<td>Noe</td>
<td>Employee Training and Development, 5e</td>
<td>66</td>
</tr>
<tr>
<td>Noe</td>
<td>Fundamentals of Human Resource Management, 4e</td>
<td>56</td>
</tr>
<tr>
<td>Noe</td>
<td>Human Resource Management, 7e</td>
<td>59</td>
</tr>
<tr>
<td>Noe</td>
<td>Human Resource Management, 8e</td>
<td>53</td>
</tr>
<tr>
<td>Ober</td>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Lessons 1-120, 11e</td>
<td>123</td>
</tr>
<tr>
<td>Ober</td>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Lessons 1-20 Text, 11e</td>
<td>123, 128</td>
</tr>
<tr>
<td>Ober</td>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Lessons 1-20, 11e</td>
<td>129</td>
</tr>
<tr>
<td>Ober</td>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Office Word 2010, Lessons 1-60, 11e</td>
<td>123</td>
</tr>
<tr>
<td>Ober</td>
<td>Gregg College Keyboarding &amp; Document Processing (GDP), Microsoft Word 2010, Lessons 61-120, 11e</td>
<td>130</td>
</tr>
<tr>
<td>Ober</td>
<td>Instructor Wraparound Editions (Lessons 61-120) t/a Gregg College Keyboarding &amp; Document Processing (GDP), 11e</td>
<td>126</td>
</tr>
<tr>
<td>Ober</td>
<td>Ober: Instructor Resource Kit (Word 2007), 11e</td>
<td>124, 129, 130</td>
</tr>
<tr>
<td>Ober</td>
<td>Ober: Instructor Resource Kit (Word 2010), 11e</td>
<td>124</td>
</tr>
<tr>
<td>Ober</td>
<td>Ober: Kit 1: (Lessons 1-60) with Word 2007 Manual, 11e</td>
<td>125, 128</td>
</tr>
<tr>
<td>Ober</td>
<td>Ober: Kit 1: (Lessons 1-60) with Word 2010 Manual, 11e</td>
<td>125, 128</td>
</tr>
<tr>
<td>Ober</td>
<td>Ober: Kit 2: (Lessons 61-120) with Word 2007 Manual, 11e</td>
<td>125, 131</td>
</tr>
<tr>
<td>Ober</td>
<td>Ober: Kit 2: (Lessons 61-120) with Word 2010 Manual, 11e</td>
<td>126, 131</td>
</tr>
<tr>
<td>Ober</td>
<td>Ober: Kit 3: (Lessons 1-120) with Word 2007 Manual, 11e</td>
<td>126, 131</td>
</tr>
<tr>
<td>Ober</td>
<td>Ober: Kit 3: (Lessons 1-120) with Word 2010 Manual, 11e</td>
<td>127, 132</td>
</tr>
<tr>
<td>Ober</td>
<td>Ober: Kit 4: (Lessons 1-20), 11e</td>
<td>127, 129</td>
</tr>
</tbody>
</table>
## Author Index

<table>
<thead>
<tr>
<th>Author</th>
<th>Book Title &amp; Edition</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palmer</td>
<td>Business Environment, 7e (The) [UK]</td>
<td>112</td>
</tr>
<tr>
<td>Palmer</td>
<td>Managing Organizational Change: A Multiple Perspectives Approach, 2e</td>
<td>88</td>
</tr>
<tr>
<td>Palmer</td>
<td>Principles of Services Marketing, 6e [UK]</td>
<td>171</td>
</tr>
<tr>
<td>Pathak</td>
<td>Legal Aspects of Business, 4e [India]</td>
<td>25</td>
</tr>
<tr>
<td>Pearce</td>
<td>Strategic Management, 12e</td>
<td>109</td>
</tr>
<tr>
<td>Pearce</td>
<td>Strategic Management, 13e</td>
<td>99</td>
</tr>
<tr>
<td>Perreault</td>
<td>Basic Marketing, 18e</td>
<td>141</td>
</tr>
<tr>
<td>Perreault</td>
<td>Essentials of Marketing, 13e</td>
<td>139</td>
</tr>
<tr>
<td>Peter</td>
<td>Consumer Behavior, 9e</td>
<td>148</td>
</tr>
<tr>
<td>Peter</td>
<td>Marketing Management, 10e</td>
<td>150</td>
</tr>
<tr>
<td>Peter</td>
<td>Preface to Marketing Management, 12e</td>
<td>151</td>
</tr>
<tr>
<td>Peter</td>
<td>Preface to Marketing Management, 13e</td>
<td>150</td>
</tr>
<tr>
<td>Peters</td>
<td>Cortez Peters' Championship Keyboarding Drills: An Individualized Diagnostic and Prescriptive Method for Developing Accuracy and Speed, 5e</td>
<td>129</td>
</tr>
<tr>
<td>Phatak</td>
<td>International Management: Managing in a Diverse and Dynamic Global Environment, 2e</td>
<td>79</td>
</tr>
<tr>
<td>Pierce</td>
<td>Leaders and the Leadership Process, 6e</td>
<td>89</td>
</tr>
<tr>
<td>Podolinsky</td>
<td>Productivity: Winning in Life [Asian]</td>
<td>53</td>
</tr>
<tr>
<td>Pradhan</td>
<td>Retail Merchandising [India]</td>
<td>166</td>
</tr>
<tr>
<td>Pradhan</td>
<td>Retailing Management, 3e [India]</td>
<td>166</td>
</tr>
<tr>
<td>Purvis</td>
<td>Which Ad Pulled Best? 10e</td>
<td>158</td>
</tr>
<tr>
<td>Putti</td>
<td>Essentials of Management: An Asian Perspective [Asian]</td>
<td>37</td>
</tr>
<tr>
<td>Quester</td>
<td>Consumer Behavior, 6e [Aust]</td>
<td>148</td>
</tr>
<tr>
<td>R</td>
<td>Rajeswary</td>
<td>Report Writing for Business and Professional Purposes, 2e [Asian]</td>
</tr>
<tr>
<td>Rao</td>
<td>Taking Sides: Clashing Views in Human Resource Management</td>
<td>62</td>
</tr>
<tr>
<td>Rao</td>
<td>Taking Sides: Clashing Views in Human Resource Management, 2e</td>
<td>61</td>
</tr>
<tr>
<td>Ray</td>
<td>Supply Chain Management for Retailing [India]</td>
<td>166</td>
</tr>
<tr>
<td>Rayner</td>
<td>Managing and Leading People, 2e [UK CIPD]</td>
<td>64</td>
</tr>
<tr>
<td>Rayport</td>
<td>Introduction to E-Commerce, 2e</td>
<td>176</td>
</tr>
<tr>
<td>Reding</td>
<td>Building an E-Business: From the Ground Up</td>
<td>176</td>
</tr>
<tr>
<td>Reed</td>
<td>Legal and Regulatory Environment of Business, 16e (The)</td>
<td>21</td>
</tr>
<tr>
<td>Rentz</td>
<td>Lesikar's Business Communication: Connecting in a Digital World, 12e</td>
<td>5</td>
</tr>
<tr>
<td>Richardson</td>
<td>Annual Editions: Business Ethics 11/12, 23e</td>
<td>85</td>
</tr>
<tr>
<td>Richardson</td>
<td>Annual Editions: Business Ethics 12/13, 24e</td>
<td>85</td>
</tr>
<tr>
<td>Richardson</td>
<td>Annual Editions: Marketing 11/12, 34e</td>
<td>144</td>
</tr>
<tr>
<td>Richardson</td>
<td>Annual Editions: Marketing 12/13, 35e</td>
<td>144</td>
</tr>
<tr>
<td>Rix</td>
<td>Marketing: A Practical Approach, 7e [Aust]</td>
<td>142</td>
</tr>
<tr>
<td>Rizvi</td>
<td>Communication for Retail Professionals [India]</td>
<td>167</td>
</tr>
<tr>
<td>Roberts</td>
<td>New Business Ventures and the Entrepreneur, 6e</td>
<td>98</td>
</tr>
<tr>
<td>Rosimah</td>
<td>Marketing Channels: A Malaysian Experience [Asian]</td>
<td>143</td>
</tr>
<tr>
<td>Rothaermel</td>
<td>Strategic Management: Concept</td>
<td>100</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>-----------</td>
<td>-----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Rothaermel</td>
<td>Strategic Management: Concepts and Cases</td>
<td>101</td>
</tr>
<tr>
<td>Rudani</td>
<td>Management &amp; Organizational Behavior [India]</td>
<td>50</td>
</tr>
<tr>
<td>Rue</td>
<td>Management, 13e</td>
<td>37</td>
</tr>
<tr>
<td>Rue</td>
<td>Supervision: Key Link to Productivity, 10e</td>
<td>40</td>
</tr>
<tr>
<td><strong>S</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sabin</td>
<td>Gregg Reference Manual Desktop Access Card, 11e (The)</td>
<td>9</td>
</tr>
<tr>
<td>Sayyadain</td>
<td>Cases in Organizational Behavior and Human Resource Management [India]</td>
<td>48, 60</td>
</tr>
<tr>
<td>Satterwhite</td>
<td>Business Communication at Work, 3e</td>
<td>6</td>
</tr>
<tr>
<td>Schilling</td>
<td>Strategic Management of Technological Innovation, 3e</td>
<td>113</td>
</tr>
<tr>
<td>Shah</td>
<td>Business Now</td>
<td>119</td>
</tr>
<tr>
<td>Shani</td>
<td>Behavior in Organizations, 9e</td>
<td>48</td>
</tr>
<tr>
<td>Sharma</td>
<td>Business Correspondence and Report Writing: A Practical Approach to Business and Technical Communication, 4e [India]</td>
<td>10</td>
</tr>
<tr>
<td>Sidhpuria</td>
<td>Retail Franchising [India]</td>
<td>167</td>
</tr>
<tr>
<td>Smith</td>
<td>Exploring Innovation, 2e [UK]</td>
<td>114</td>
</tr>
<tr>
<td>Smith</td>
<td>Fundamentals of Management, 2e [UK]</td>
<td>34</td>
</tr>
<tr>
<td>Spinelli</td>
<td>New Venture Creation: Entrepreneurship for the 21st Century, 9e</td>
<td>96</td>
</tr>
<tr>
<td>Spiro</td>
<td>Management of a Sales Force, 12e</td>
<td>160</td>
</tr>
<tr>
<td>Steiner</td>
<td>Business, Government and Society: A Managerial Perspective, 13e</td>
<td>80</td>
</tr>
<tr>
<td><strong>T</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tan</td>
<td>Organizational Behavior in Asia: Issues and Challenges [Asian]</td>
<td>49</td>
</tr>
<tr>
<td>Tan</td>
<td>Strategies for Cross-Cultural Negotiation [Asian]</td>
<td>93</td>
</tr>
<tr>
<td>Taylor</td>
<td>People Resourcing, 5e [UK CIPD]</td>
<td>64</td>
</tr>
<tr>
<td>Thompson</td>
<td>BSG &amp; GLO-BUS Access Code Card</td>
<td>111</td>
</tr>
<tr>
<td>Thompson</td>
<td>Business Strategy Game Online</td>
<td>111</td>
</tr>
<tr>
<td>Thompson</td>
<td>Crafting &amp; Executing Strategy: Text and Readings, 18e</td>
<td>107</td>
</tr>
<tr>
<td>Thompson</td>
<td>Crafting &amp; Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, 18e</td>
<td>106</td>
</tr>
<tr>
<td>Thompson</td>
<td>GLO-BUS: An Online Business Simulation</td>
<td>112</td>
</tr>
<tr>
<td><strong>U</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ulrich</td>
<td>Leadership In Asia [Asian]</td>
<td>92</td>
</tr>
<tr>
<td>Ulrich</td>
<td>Product Design and Development, 5e</td>
<td>164</td>
</tr>
<tr>
<td><strong>V</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vanhonacker</td>
<td>China Casebook (The) [Asian]</td>
<td>75, 153</td>
</tr>
<tr>
<td>Varner</td>
<td>Intercultural Communication in the Global Workplace, 5e</td>
<td>8</td>
</tr>
<tr>
<td>Author</td>
<td>Title and Edition</td>
<td>Page(s)</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Waddell</td>
<td>Contemporary Management, 2e [Aust]</td>
<td>36, 51</td>
</tr>
<tr>
<td>Walker</td>
<td>Human Resource Strategy</td>
<td>63</td>
</tr>
<tr>
<td>Walker</td>
<td>Marketing Strategy: A Decision-Focused Approach, 7e</td>
<td>152</td>
</tr>
<tr>
<td>Walker</td>
<td>Modern Competitive Strategy, 3e</td>
<td>111</td>
</tr>
<tr>
<td>Ware</td>
<td>Business Management for the Personal Fitness Trainer</td>
<td>94</td>
</tr>
<tr>
<td>Webb</td>
<td>Consumer Behavior, 2e [Aust]</td>
<td>149</td>
</tr>
<tr>
<td>Weihrich</td>
<td>Management: A Global and Entrepreneurial Perspective, 13e [India]</td>
<td>36</td>
</tr>
<tr>
<td>Werther</td>
<td>Human Resource and Personnel Management, 5e</td>
<td>60</td>
</tr>
<tr>
<td>Willes</td>
<td>International Business Law</td>
<td>26</td>
</tr>
<tr>
<td>Wilson</td>
<td>Services Marketing: Integrating Customer Focus across the Firm, 2e [UK]</td>
<td>170</td>
</tr>
<tr>
<td>Windshuttle</td>
<td>Writing, Researching, Communicating: Communication Skills for the Information Age, 3e [Aust]</td>
<td>11</td>
</tr>
<tr>
<td>Wrathall</td>
<td>Event Management: Theory and Practice [Aust]</td>
<td>173</td>
</tr>
<tr>
<td>Young</td>
<td>Business English: Writing in the Global Workplace</td>
<td>9</td>
</tr>
<tr>
<td>Young</td>
<td>Foundations of Business Communication</td>
<td>7</td>
</tr>
<tr>
<td>Zeithaml</td>
<td>Services Marketing, 6e</td>
<td>170</td>
</tr>
</tbody>
</table>
Professors/lecturers who are interested to review titles listed in this catalog for text adoption consideration, please complete this request form and fax to your local McGraw-Hill office (see inside back cover for fax number) or to McGraw-Hill Singapore.

Requests for examination copies are subject to approval. McGraw-Hill reserve the right to refuse any requests which do not relate to teaching.

Please make copies of this form if necessary.

**REQUESTED BY**

<table>
<thead>
<tr>
<th>Name</th>
<th>Room #</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>University</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tel</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

**COMP REQUEST**

Please indicate ISBN No, Author & Title

1)  
2)  
3)  
4)  
5)  

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Enrolment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject</th>
<th>Commencement Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Decision Date</th>
<th>Individual Decision</th>
<th>Group Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current Text Used</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
Please include me in your mailing list for information on McGraw-Hill books.

Please email information on McGraw-Hill books to my email address at

I am already on your mailing list but my address has changed. Please update my record to the following new address.

Name
(Mr / Ms / Dr / Prof) (Underline family name)

Position

Department

University

Address

Postal Code

Tel
Fax

Email address

SUBJECT OF INTEREST
o Accounting
o Advertising
o Business Management
o Finance & Investment
o Marketing
o Economics
o Human Resource Management
o Insurance & Real Estate
o Training
o Computing
o Aeronautical & Aerospace Engineering
o Architecture & Urban Planning
o Chemical Engineering
o Civil Engineering
o Construction
o Electronics & Communications
o Electrical Engineering
o General Engineering
o Industrial & Plant Engineering
o Mechanical Engineering
o Medical Science
o Dentistry
o Nursing
o Agriculture
o Biology
o Chemistry
o Forestry
o Geography & Geology
o Physics & Astronomy
o Zoology
o Mathematics & Statistics
o Art & Humanities
o Education
o English
o English as a 2nd Language/ELT
o Foreign Language
o Health & Nutrition
o History
o Law
o Library Science
o Mass Communication
o Music
o Philosophy & Religion
o Physical Education
o Political Science
o Psychology
o Sociology

Please return by fax at (65) 6862 3354 to McGraw-Hill Education (Asia) Singapore office.

McGraw-Hill Education (Asia) respects your privacy. We use your contact information to fulfill your request and service your account and to provide you with additional information from McGraw-Hill Companies, Inc. We occasionally make a portion of our mailing list available to selected third party companies whose products or services may be of interest to you. For further information or to let us know your preferences with respect to receiving marketing materials, please send an email to marketingsvc_mhea@mcgraw-hill.com or write to McGraw-Hill Education (Asia), 60 Tuas Basin Link, Singapore 638775. View The McGraw-Hill Companies Customer Privacy Policy at http://www.mcgraw-hill.com/privacy.html
<table>
<thead>
<tr>
<th>Country</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Email(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHINA</td>
<td><strong>McGraw-Hill Int'l Enterprises, Inc</strong></td>
<td>Tel: (86-10) 6279 0299</td>
<td>eMail: <a href="mailto:instructorchina@mcgraw-hill.com">instructorchina@mcgraw-hill.com</a></td>
</tr>
<tr>
<td>HONG KONG</td>
<td><strong>McGraw-Hill Int'l Enterprises, Inc</strong></td>
<td>Tel: (85-2) 2730 6640</td>
<td>eMail: <a href="mailto:miehk_mhe@mcgraw-hill.com">miehk_mhe@mcgraw-hill.com</a></td>
</tr>
<tr>
<td>INDIA</td>
<td><strong>Tata McGraw-Hill Education Private Limited</strong></td>
<td>Tel: (91-12) 438 3400</td>
<td>eMail: <a href="mailto:saurabh_sharma@mcgraw-hill.com">saurabh_sharma@mcgraw-hill.com</a></td>
</tr>
<tr>
<td>INDONESIA</td>
<td><strong>PT Media Global Edukasi</strong></td>
<td>Tel: (62-21) 28899 961 / 28899 962</td>
<td>eMail: <a href="mailto:info@mge.co.id">info@mge.co.id</a></td>
</tr>
<tr>
<td>JAPAN</td>
<td><strong>McGraw-Hill Education Japan</strong></td>
<td>Tel: (81-3) 5408 1888</td>
<td>eMail: <a href="mailto:mhejpjn@mcgraw-hill.com">mhejpjn@mcgraw-hill.com</a></td>
</tr>
<tr>
<td>KOREA</td>
<td><strong>McGraw-Hill Korea Inc</strong></td>
<td>Tel: (82-2) 325 2371</td>
<td>eMail: <a href="mailto:miekr_mhe@mcgraw-hill.com">miekr_mhe@mcgraw-hill.com</a></td>
</tr>
<tr>
<td>MALAYSIA</td>
<td><strong>McGraw-Hill Malaysia Sdn Bhd</strong></td>
<td>Tel: (60-3) 7627 6888</td>
<td>eMail: <a href="mailto:msia_mhe@mcgraw-hill.com">msia_mhe@mcgraw-hill.com</a></td>
</tr>
<tr>
<td>PHILIPPINES</td>
<td><strong>Ideacademy Inc.</strong></td>
<td>Tel: (63-2) 519 2672 / 519 2675</td>
<td>eMail: <a href="mailto:myla_katzav@ideacademyinc.biz">myla_katzav@ideacademyinc.biz</a></td>
</tr>
<tr>
<td>SINGAPORE</td>
<td><strong>McGraw-Hill Education (Asia)</strong></td>
<td>Tel: (65) 6863 1580</td>
<td>eMail: <a href="mailto:mghasia_sg@mcgraw-hill.com">mghasia_sg@mcgraw-hill.com</a></td>
</tr>
<tr>
<td>TAIWAN</td>
<td><strong>McGraw-Hill Int'l Enterprises, Inc</strong></td>
<td>Tel: (886-2) 2311 3000</td>
<td>eMail: <a href="mailto:mietw_mhe@mcgraw-hill.com">mietw_mhe@mcgraw-hill.com</a></td>
</tr>
<tr>
<td>THAILAND</td>
<td><strong>McGraw-Hill Int'l Enterprises, Inc</strong></td>
<td>Tel: (66-2) 615 6555</td>
<td>eMail: <a href="mailto:mieth_mhe@mcgraw-hill.com">mieth_mhe@mcgraw-hill.com</a></td>
</tr>
<tr>
<td>VIETNAM</td>
<td><strong>McGraw-Hill Int'l Enterprises, Inc</strong></td>
<td>Tel: (84-8) 6255 6829 (84-8) 6255 6889</td>
<td>eMail: <a href="mailto:van_yen_quang@mcgraw-hill.com">van_yen_quang@mcgraw-hill.com</a></td>
</tr>
</tbody>
</table>
Preparing Students for the World That Awaits

McGraw-Hill Higher Education empowers instructors to help students succeed academically now and into the future by providing flexible, superior-quality solutions that serve the needs of instructors and students end to end - from textbooks and digital instructional content and tools to innovate subject mastery, experiential learning and assignment/assessment solutions.

Connect.
We connect instructors and students to valuable course content and resources - and we connect instructors and students to each other - with the best traditional and digital teaching tools.

Learn.
We enable greater learning and deeper comprehension with the highest-quality tools and content that let students engage with their coursework when, where and however they learn best.

Succeed.
We provide the learning resources students need to connect success in the classroom with success in the world that awaits.