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Marketing: Real People, Real Choices Pearson Higher Education AU Marketing: Real People, Real Choices brings you and your students into the world of marketing through the use of real companies and the real-life marketing issues that they have faced in recent times. The authors explain core concepts and theories in Marketing, while allowing the reader to search for the information and then apply it to their own experiences as a consumer, so that they can develop a deeper understanding of how marketing is used every day of the week, in every country of the world. The new third edition is enhanced by a strong focus on Value Creation and deeper coverage of modern marketing communications practices. Financial Accounting Theory and Analysis Text and Cases John Wiley & Sons Financial Accounting Theory and Analysis: Text and Cases, 13th Edition illustrates how accounting standards impact the daily decisions of accounting professionals. This authoritative textbook shows how accounting theory explains why particular companies select certain accounting methods over others, and predicts the attributes of firms by analyzing their accounting methods. The text examines empirical research relevant to various theories of accounting and the uses of accounting information, including the fundamental analysis model, the efficient markets hypothesis, the behavioral finance model, the positive accounting theory model, the human information processing model, and the value creation model. Enabling students to develop an informed perspective on accounting theory, the text reviews the development and current state of accounting theory and summarizes current disclosure requirements for various financial statement items. The new edition has been fully revised to reflect current methods of accounting education, including the incorporation of ethics into the curriculum, the analysis of a company's quality of earnings and sustainable income, the use of the internet as a source of information, the international dimensions of accounting, and more. Designed for undergraduate and graduate accounting majors, the text aligns with the latest curriculum changes in the CPA exam. Financial Management Principles and Applications Pearson For undergraduate courses in corporate finance and financial management. Develop and begin to apply financial principles People often struggle to see how financial concepts relate to their personal lives and prospective careers. Financial Management: Principles and Applications gives readers a big picture perspective of finance and how it is important in their personal and professional lives. Utilizing five key principles, the 13th Edition provides an approachable introduction to financial decision-making, weaving in real world issues to demonstrate the practical applications of critical financial concepts. Also available with MyFinanceLab(tm) MyFinanceLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyLab(tm)& Mastering(tm) does not come packaged with this content. Students, if interested in purchasing this title with MyLab & Mastering, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab & Mastering, search for: 0134640845 / 9780134640846 Financial Management: Principles and Applications Plus MyFinanceLab with Pearson eText -- Access Card Package Package consists of: 0134417216 / 9780134417219 Financial Management: Principles and Applications 0134417607 / 9780134417608 MyFinanceLab with Pearson eText -- Access Card -- for Financial Management: Principles and Applications Valuation The Art and Science of Corporate Investment Decisions Investment Banking Workbook John Wiley & Sons Investment Banking WORKBOOK is the idealcomplement to Investment Banking, Valuation, Leveraged Buyouts, and Mergers & Acquisitions, Second Edition, enablingyou to truly master and refine the core skills at the center of theworld of finance. This comprehensive study guide provides aninvaluable opportunity to explore your understanding of thestrategies and techniques covered in the main text, before puttingthem to work in real-world situations. The WORKBOOK—which parallels the main book chapterby chapter—contains over 400 problem-solving exercises and multiple-choice questions. Topics reviewed include: Valuation and its various forms of analysis, including comparable companies, precedent transactions and discounted cash flowanalysis Leveragedbuyouts—from the fundamentals of LBO economics and structureto detailed modeling and valuation M&Asell-side tools and techniques, including an overview of anorganized M&A sale process M&Abuy-side strategy and analysis, including a comprehensive mergerconsequences analysis that includes accretion/(dilution) andbalance sheet effects The lessons found within will help you successfully navigate thedynamic world of investment banking and professional investing. Investment Banking WORKBOOK will enable you to takeyour learning to the next level in terms of understanding and applying the critical financial tools necessary to be an effective finance professional. International Financial Management College le Overruns International Financial Management Cengage Learning INTERNATIONAL FINANCIAL MANAGEMENT strives to build on the foundation of corporate finance. Recognizing that multinational corporations continue to globally expand, this text first provides a background on the international environment and then focuses on the managerial aspects from a corporate perspective. This book gives you the tools to understand the international financial environment so that you can manage within it. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Analysis for Financial Management "Written with enthusiasm and dedication, Analysis for Financial Management, 9th edition, presents Financial Management in a clear and conversational style that both business students and non-financial executives comprehend." -- Book Jacket. CFIN Cengage Learning 4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Concise yet comprehensive chapters in a modern design present content in an engaging and accessible format, while Tear-Out Review Cards give students a portable study tool containing all of the pertinent information for class and test preparation. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Business, Government and Society: a Managerial Perspective Principles of Managerial Finance Financial Management and Analysis John Wiley & Sons Financial Management and Analysis, Second Edition covers many important financial topics that are neglected elsewhere--from raising funds via securitization to managing a financial institution. This book provides valuable insights into many major aspects of financial management and analysis, and includes expert advice, real-world examples, useful charts and graphs, and incisive end-of-chapter questions that help develop the skill set necessary to deal with the important financial problems encountered in today's business world. Sales Force Management Leadership, Innovation, Technology Routledge In this latest edition of Sales Force Management, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, increasing the book's reputation globally as the leading textbook in the field. The authors have strengthened the focus on managing the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics. It's a contemporary classic, fully updated for modern sales management practice. Pedagogical features include: Engaging breakout questions designed to spark lively discussion Leadership challenge assignments and mini-cases to help students understand and apply the principles they have learned in the classroom Leadership, Innovation, and Technology boxes that simulate real-world challenges faced by salespeople and their managers New Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Plays that enable students to learn by doing A selection of comprehensive sales management cases on the companion website A companion website features an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors. Principles of Corporate Finance Brealey, Principles of Corporate Finance 13e describes the theory and practice of corporate finance. We hardly need to explain why financial managers must master the practical aspects of their job, but we should spell out why down-to-earth managers need to bother with theory. Throughout this edition, the authors demonstrate how managers use financial theory to solve practical problems. They also explore what financial managers should do to increase company value. Some of the biggest changes in this edition were prompted by the tax changes enacted in the U.S. Tax Cuts and Jobs Act passed in December 2017. Study Guide Cengage Learning Earn the grade you want in your course with the help of this invaluable tool. This Study Guide lists key learning objectives for each chapter, outlines key sections, provides self-test questions, and offers a set of problems similar to those in the text and Test Bank with fully worked-out solutions. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Financial Management Harcourt College Pub Strategic Management Theory and Practice SAGE Publications In Strategic Management: Theory and Practice, Fourth Edition, John A. Parnell leads readers through detailed, accessible coverage of the strategic management field. Concise and easy to understand chapters address concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. Rather than relegating case analysis to a chapter at the end of the book, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high interest real-time cases, largely drawn from The Wall Street Journal and Financial Times, illustrate the key role of strategic management in the United States and around the world. Ask a Manager How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work Ballantine Books From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplaceadvice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together Organizational Behavior An Evidence-Based Approach, 13th Ed. IAP Our goal with this 13th Edition is to keep this first mainline organizational behavior text up-todate with the latest and relevant theory building, basic and applied research, and the best-practice applications. We give special recognition of this scientific foundation by our subtitle - An Evidence-Based Approach. As emphasized in the introductory chapter, the time has come to help narrow the theory/research—effective application/practice gap. This has been the mission from the beginning of this text. As "hard evidence" for this theory/research based text, we can say unequivocally that no other organizational behavior text has close to the number of footnote references. For example, whereas a few texts may have up to 40 or even 50 references for a few chapters, all the chapters of this text average more than twice that amount. This edition continues the tradition by incorporating recent breakthrough research to provide and add to the evidence on the theories and techniques presented throughout. Two distinguishing features that no other organizational behavior textbook can claim are the following: 1) We are committed at this stage of development of the field of OB to a comprehensive theoretical framework to structure our text. Instead of the typical potpourri of chapters and topics, there is now the opportunity to have a sound conceptual framework to present our now credible (evidence-based) body of knowledge. We use the widely recognized, very comprehensive social cognitive theory to structure this text. We present the background and theory building of this framework in the introductory chapter and also provide a specific model (Figure 1.5) that fits in all 14 chapters.

Importantly, the logic of this conceptual framework requires two chapters not found in other texts and the rearrangement and combination of several others. For example, in the opening organizational context part there is Chapter 4, "Reward Systems," and in the cognitive processes second part, Chapter 7, "Positive Organizational Behavior and Psychological Capital," that no other text contains. 2) The second unique feature reflects our continuing basic research program over the years. Chapter 7 contains our most recent work on what we have termed "Positive Organizational Behavior" and "Psychological Capital" (or PsyCap). [The three of us introduced the term "Psychological Capital" in our joint article in 2004]. To meet the inclusion criteria (positive; theory and research based; valid measurement; open to development; and manage for performance improvement), for the first time the topics of optimism, hope, happiness/subjective well-being, resiliency, emotional intelligence, selfefficacy, and our overall core construct of psychological capital have been given chapter status. Just as real-world management can no longer afford to evolve slowly, neither can the academic side of the field. With the uncertain, very turbulent environment most organizations face today, drastically new ideas, approaches, and techniques are needed both in the practice of management and in the way we study and apply the field of organizational behavior. This text mirrors these needed changes. Social Cognitive Conceptual Framework. The book contains 14 chapters in four major parts. Social cognitive theory explains organizational behavior in terms of both environmental, contextual events and internal cognitive factors, as well as the dynamics and outcomes of the organizational behavior itself. Thus, Part One provides the evidence-based and organizational context for the study and application of organizational behavior. Introduction to Finance Markets, Investments, and Financial Management John Wiley & Sons Introduction to Finance, 17th Edition offers students a balanced introduction to the three major areas of finance: institutions and markets, investments, and financial management. Updated to incorporate recent economic and financial events, this new edition is an ideal textbook for first courses in finance—reviewing the discipline's essential concepts, principles, and practices in a clear, reader-friendly manner. Students gain an integrated perspective of finance by learning how markets and institutions influence, and are influenced by, individuals, businesses, and governments. Designed to impart financial literacy to readers with no previous background in the subject, the text provides a solid foundation for students to build upon in later courses in financial management, investments, or financial markets. Equations and mathematical concepts are kept to a minimum, and include understandable, step-by-step solutions. Divided into three parts, the book explains financial markets, discusses the functions of financial systems, reviews savings and investments in different sectors, describes accounting concepts and organizational structures, and more. Realworld examples featured throughout the text help students understand important concepts and appreciate the role of finance in various local, national, and global settings. The Logic of Science in Sociology Routledge The subject of this book is limited to the abstract form or "logic" of science, as applied particularly to scientific sociology. But the discussion presented here goes beyond abstraction and serves a practical role in the sociology and history of science by providing a framework for reducing the enormous variety of scientific researches-both within a given field and across all fields-to a limited number of interrelated formal elements. Such a framework may prove useful in assessing empirical relationships between the formal aspects of scientific work and its substantive social, economic, political, and historical aspects. This is a work of synthesis that merits close attention. It provides an area for viewing theory as something more than a review of the history of any single social science discipline. Financial & Managerial Accounting Cengage Learning Give your students a solid foundation in core accounting concepts while helping learners develop a true appreciation for why accounting is important to business and a prosperous society. Warren/Reeve/Duchac's FINANCIAL AND MANAGERIAL ACCOUNTING, 14E clearly demonstrates how accounting is much more than simply data and black and white rules. Instead, students see how accounting provides key information used to make critical business decisions. A new chapter schema provides context for how each chapter's content fits into the big picture. The book focuses on why accounting is important and consistently reinforces connections to the big picture by connecting journal entries to the accounting equation. Fresh organization progresses from the simplest to the more complex topics with reorganized and fully integrated coverage of the new Revenue Recognition standard, reorganized coverage of adjustments, and reorganized managerial accounting chapters Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. The Crystallization of the Arab State System, 1945-1954 Syracuse University Press This volume contains a comprehensive examination of the crucial first ten years of the Arab League and of the continuing dilemma it faces in juggling opposing local and regional interests. Personal Financial Planning Theory and Practice Managerial Finance HarperCollins Publishers Fundamentals of Financial Management, Concise Edition Cengage Learning Gain a focused understanding of today's corporate finance and financial management with the market-leading approach in Brigham/Houston's FUNDAMENTALS OF FINANCIAL MANAGEMENT, CONCISE EDITION, 8E. This book's unique balance of clear concepts, contemporary theory, and practical applications helps readers better understand the concepts and reasons behind corporate budgeting, financing, and working capital decision making. Numerous practical examples, proven end-of-chapter applications, and Integrated Cases demonstrate theory in action, while Excel Spreadsheet Models help readers master this software tool. It's a book designed to put each reader first in finance. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Introduction to Management Science with Spreadsheets Irwin Professional Pub This text combines the market leading writing and presentation skills of Bill Stevenson with integrated, thorough, Excel modeling from Ceyhun Ozgur. Professor Ozgur teaches Management Science, Operations, and Statistics using Excel, at the undergrad and MBA levels at Valparaiso University -- and Ozgur developed and tested all examples, problems and cases with his students. The authors have written this text for students who have no significant mathematics training and only the most elementary experience with Excel. Project Portfolio Management in Theory and Practice Thirty Case Studies from around the World CRC Press Every CEO in the world, if questioned, will always complain that there are a lot of ideas to implement, but, unfortunately, insufficient resources to accomplish them. This book provides a solution to this dilemma by supplying techniques to assess the value of projects, prioritize projects, and decide which projects to implement and which to postpone. In addition, it describes various methods of balancing project portfolios and different strategic alignment models. The book provides thirty real-life project portfolio management case studies from pharmaceutical, product development, financial, energy, telecommunications, not-for-profit and professional services industries. Principles of Management Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold, Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame Management Information Systems Managing the Digital Firm Pearson Educación Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases. Multinational Financial Management Wiley * Integrates economic and political factors underlying exchange rate determination. * Uses the balance-of-payments framework to assess economic links among nations. * Presents a comprehensive discussion of the foreign exchange market. * Discusses the key parity conditions in international finance that relate interest rates, exchange rates, and inflation rates, and the underlying arbitrage considerations that determine them-along with numerous real-world applications. * Presents distinctions between real and nominal exchange rates and between accounting and economic exposure and their significance for exchange risk management. * Provides a comprehensive discussion of the mechanisms multinational firms use to manage interaffiliate fund flows on a global basis. * <u>Presents the underpinnings of financial markets and the implications for international capital flows. * Presents specialized financing and risk management techniques. * Discusses the assessment of the</u> cost of capital for foreign investments. * Discusses the nature and consequences of international portfolio investment, including emerging market investments. * Presents the development of global strategies of multinational corporations. * Provides the means for analyzing foreign investments. * Covers political risk measurement and management. * Includes a number of distinctive pedagogical features including real-world examples, vignettes, illustrations, and hundreds of realistic end-of-chapter questions and problems. Strategic Management An Integrated Approach Financial Management: Turning Theory Into Practice This is a principles-based financial management textbook for undergraduate and Honours accounting students. The book takes cognizance of changes in the economic environment and their implications for the role of financial management and the teaching of the subject. Operations Management McGraw-Hill Higher Education Loose-leaf for Principles of Corporate Finance McGraw-Hill Education Brealey, Principles of Corporate Finance, 13e, describes the theory and practice of corporate finance. We hardly need to explain why financial managers have to master the practical aspects of their job, but we should spell out why down-to-earth managers need to bother with theory. Throughout this book, we show how managers use financial theory to solve practical problems. Much of this book is concerned with understanding what financial managers do and why. But we also say what financial managers should do to increase company value. Some of the biggest changes in this edition were prompted by the tax changes enacted in the U.S. Tax Cuts and Jobs Act passed in December 2017. In the current edition, we have also continued to augment the international content as well as a number of chapters that have been thoroughly rewritten. For example, the material on agency issues in Chapter 12 has been substantially revised. Chapter 13 on market efficiency and behavioral finance is now fresher and more up to date. Chapter 23 on credit risk focuses more on the practical issues of forecasting default probabilities. Study Guide -Financial Management Theory and Practice South-Western Pub Management, Global Edition Pearson Higher Ed For undergraduate Principles of Management courses REAL Managers, REAL Experiences With a renewed focus on skills and careers, the new edition of this bestselling text can help better prepare your students to enter the job market. Management, Thirteenth Edition vividly illustrates effective management theories by incorporating the perspectives of real-life managers. Through examples, cases, and hands-on exercises, students will see and experience management in action, helping them understand how the concepts they're learning actually work in today's dynamic business world. Students will gain hands-on practice applying management concepts with MyManagementLab. They'll engage in real business situations with simulations, build their management skills by writing and talking about different management scenarios, have access to a video library to help put concepts into perspective, and more. Also available with MyManagementLab MyManagementLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Please note that the product you are purchasing does not include MyManagementLab. MyManagementLab Join over 11 million students benefiting from Pearson MyLabs This title can be supported by MyManagementLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyManagementLab to accelerate your learning? 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