BUSINESS MANAGEMENT MARKETING ECONOMICS ACCOUNTING
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General Business

Introduction to Business
NEW!
Student Achievement Series: Foundations of Business
Pride • Hughes • Kapoor

NEW EDITION!
Business, 9/e
Pride • Hughes • Kapoor

Introduction to Business
Gaspar et al.

Business Law
Goldman • Sigismond

Business Ethics
NEW EDITION!
Business Ethics, 7/e
Ferrell • Fraedrich • Ferrell

NEW EDITION!
Business and Society, 3/e
Thorne • Ferrell • Ferrell

Business Communication
NEW EDITION!
Contemporary Business Communication, 7/e
Ober

NEW!
Student Achievement Series: Fundamentals of Contemporary Business Communication
Ober

Fundamentals of Contemporary Business Communication, 2/e
Ober

Careers
NEW EDITION!
The Ultimate Job Hunter’s Guidebook, 5/e
Greene • Martel

Finance
NEW EDITION!
Personal Finance, 9/e
Garman • Forgue

Personal Finance Handbook
Forgue • Garman

E-Business
E-Business, 2/e
Canzer

Business Resources
Business Resources

NEW!
HM BusinessSPACE

NEW!
HM BusinessSPACE with Eduspace
Student Achievement Series: Foundations of Business

William M. Pride, Texas A&M University
Robert J. Hughes, Richland College
Jack R. Kapoor, College of Dupage

©2009 • 544 Pages • Paperback • 978-0-618-95193-2 • Downloadable eBook: 978-0-547-03125-5

college.hmco.com/pic/prideSASfound

Student Achievement Series: Foundations of Business provides a brief survey of the major functional areas of business including management, marketing, accounting, finance, and information technology, as well as core topics such as ethics and social responsibility, forms of ownership, small business, and international business.

The Student Achievement Series was developed in partnership with over 600 teachers and students from across the country to meet the learning, study, and assessment goals necessary for student success.

- Your Guide to Success features draw ideas and pointers from Houghton Mifflin’s Becoming a Master Student series. Before beginning the chapter, students understand what they will be learning, why it’s important, and where to go for help with questions.
- Chapter opening Inside Business vignettes profile real businesses operations to engage students and provide a context for chapter concepts.
- Color-coded Learning Objectives open each chapter and appear throughout the text to remind students of core concepts to be addressed.
- Key Terms and definitions appear in the margins for easy reference.
- Test Prepper quizzes at the end of each chapter allow students to quickly assess their understanding and mastery of the content.
- Highly-visual boxed inserts read like magazine articles. Themed inserts include Entrepreneurial Challenge, Your Career, Examining Ethics, BizTech, and Business Around the World.

- Building Skills for Career Success features focus on skills students can learn and apply immediately. Exercises include Exploring the Internet, Developing Critical Thinking Skills, Building Team Skills, Researching Different Careers, and Improving Communication Skills.
- Journal Exercises at the end of each chapter encourage students to tie the text material to their own experiences in the real world.
- Two Spotlight features per chapter present factual data in an easy to understand, illustrated presentation and place chapter concepts in a real-world context.
- Video Cases exercises are tied to videos available on DVD and the Student Website. Examples of new highlighted companies include BMW, Travelocity.com, American Flatbread, New Balance, Build-A-Bear, and REI.
- Available on the HM BusinessSPACE Student Website, the Interactive Business Plan and video demonstrate chapter concepts in the context of a fictional company.
- Additional end-of-chapter cases apply concepts in the text to real-world companies. Topics include IKEA’s target market, Border’s commitment to employee satisfaction, and the success of the Harry Potter franchise.
- Running a Business video cases appear at the conclusion of each major section of the text. The running case allows students to apply their learned knowledge to the operation of Finagle-A-Bagel, an entrepreneurial bagel bakery/café, to understand the day-to-day challenges facing business owners.
- Six Enrichment Chapters featuring material from Business, 9/e can be bound into the SAS: Foundations of Business text. Available for preview in PDF format on the HM BusinessSPACE Instructor Website, the chapters include material not covered in the streamlined Foundations program. Topics include Enhancing Union-Management Relations; Understanding Money, Banking, and Credit; and Business Law, Regulation, and Taxation. Chapters are ordered through Houghton Mifflin sales representatives and processed through custom publishing.

Supplements
HM BusinessSPACE Instructor Website • Online Resource Manual • PowerPoint Slides • DVD Guide • Classroom Response System Content • HM BusinessSPACE with Eduspace • HM BusinessSPACE with Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • Case Study DVD • Test Bank (Print) • Instructor’s Resource Manual (Print) • HM BusinessSPACE Student Website • Interactive Business Plan • Multimedia eBook available with HM BusinessSPACE with Eduspace

Brief Contents
Exploring the World of Business and Economics • Being Ethical and Socially Responsible • Exploring Global Business • Understanding Information and eBusiness • Choosing a Form of Business Ownership • Small Business, Entrepreneurship, and Franchises • Understanding the Management Process • Creating a Flexible Organization • Producing Quality Goods and Services • Attracting and Retaining the Best Employees • Motivating and Satisfying Employees and Teams • Building Customer Relationships Through Effective Marketing • Creating and Pricing Products That Satisfy Customers • Distributing and Promoting Products • Using Accounting Information • Mastering Financial Management • Business Plan
The Ninth Edition of this bestselling introductory text features a completely up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, finance, and information technology. Core topics highlighted within these areas include ethics and social responsibility, forms of business ownership, small business concerns, and international issues.

New coverage in the Ninth Edition more closely examines economics, the role of teams, customer relationship management, and globalization. In addition to updating and revitalizing the content, the authors have redesigned the entire textbook program to highlight its strengths as the most accessible and student friendly program on the market. Available via passkey access, premium online content ensures student success and mastery with ACE Plus practice tests, flashcards, MP3 audio chapter summaries and quizzes, interactive games, and Career Snapshots.

• New! Chapter-opening Your Guide to Success features draw ideas and pointers directly from Houghton Mifflin’s Becoming a Master Student series.

• New! End-of-chapter features—Prep-Test quizzes and Journal Exercises—allow students to quickly assess their understanding of the content and to hone their written communication skills by applying text material to their own experiences.

• New! Boxed inserts are now more concise and visually dynamic in order to capture and maintain student interest. All themed boxes are new to this edition: Entrepreneurial Challenge, Your Career, Examining Ethics, BizTech, and Business Around the World. In addition, a Spotlight feature (two per chapter) presents factual data in an easy to understand, illustrated format, making the text even more visually appealing and relevant to real-world activities.
Introduction to Business

Julian E. Gaspar, International Business
Leonard Bierman, Management
James W. Kolari, Finance
Richard T. Hise, Marketing
L. Murphy Smith, Accounting
Antonio Arreola-Risa, Information and Operations Management

All of Mays Business School at Texas A&M University

This text stands apart from other entries in the market for its ability to make the fundamentals of business understandable, functional, and relevant to students with little or no business background. Each author—a recognized authority in his field—brings his own expertise to the course while keeping the discussion focused and concise for introductory level students.

- **Case in Point** boxes examine the strategies and operations of three major global companies—DaimlerChrysler, McDonald’s, and Sony—and how they relate to chapter topics. Questions accompany each box to encourage critical thinking, and the continuous, integrated coverage allows students to see how companies are both interrelated and relevant.

- **Portfolio Projects** in every chapter ask students to complete a variety of projects such as developing a plan for opening a business, or selecting a real business to research, track, and analyze throughout the course. These projects can be assigned individually or as group work, and help students understand and apply what they are learning to their own lives.

- **Test Preppers** in every chapter eliminate the need for students to purchase a separate, stand-alone study guide. Each exercise includes ten true/false questions and ten multiple-choice questions. Students who want additional study questions can also visit the Student Website to access ACE self quizzes.

Supplements

Instructor Website • Instructor’s Resource Manual • Videos • DVD • CRS Content • Business Bonus Pack • Eduspace • Blackboard/WebCT Cartridge • HM ClassPrep with HM Testing • Student Website

Business Law: Principles and Practices

Seventh Edition

Arnold J. Goldman, Law Firm of Goldman & Goldman
William D. Sigismond, Monroe Community College

©2007 • 675 Pages • Paperback • 978-0-618-64079-9

college.hmco.com/pic/goldman7e

Business Law offers a basic explanation of the legal rights and responsibilities of people in both the public and private sectors. Co-authored by a practicing attorney and a college professor, the text features practical and up-to-date content written in clear, straightforward language. The authors avoid using court jargon and show rather than tell students about the law with in-text examples, current and interesting cases, and ethical dilemmas.

- The Seventh Edition features terms and definitions in the margin. The glossary and the U. S. Constitution (formerly Appendix D) appear on the Student Website for easy access.

- A clear, conversational style is employed throughout the text, with difficult terminology, sentence length, and chapter length carefully controlled to an appropriate reading level. Current examples and interesting case studies keep students engaged.

- Each part contains an ethics case, which helps students apply their understanding of ethics as it relates to businesses and business arrangements.

Supplements

Instructor Website • Online Resource Manual • HM Testing (Powered by Diploma™) • Student Website

Supplements

Instructor Website • Instructor’s Resource Manual • Videos • DVD • CRS Content • Business Bonus Pack • Eduspace • Blackboard/WebCT Cartridge • HM ClassPrep with HM Testing • Student Website
Business Ethics: Ethical Decision Making and Cases

Seventh Edition

O.C. Ferrell, University of New Mexico
John Fraedrich, University of Wyoming
Linda Ferrell, University of New Mexico

©2008 • 496 Pages • Paperback • 978-0-618-74934-8 • Downloadable eBook: 978-0-618-76720-5

college.hmco.com/pic/ferrell7e

This accessible, applied text covers the complex environment in which managers confront ethical decision making. Using a managerial framework, the authors address the overall concepts, processes, and best practices associated with successful business ethics programs—helping students see how ethics can be integrated into key strategic business decisions.

- New! Chapter 3 on emerging ethics issues now includes extensive coverage of common concerns, as well as new issues such as abusive and intimidating behavior, lying, bribery, corporate intelligence, environmental issues, intellectual property rights, and privacy.
- New! A new Chapter 4 is devoted to the institutionalization of business ethics to reflect the legal and societal pressures for required compliance, core practices, and voluntary activities to improve business ethics.
- New! A major new section of Chapter 5 focuses on ethical leadership, one of the four dimensions of business ethics coverage required by the AACSB.

Supplements
Instructor Website • Instructor’s Resource Manual • Online Test Bank • Videos • Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • Student Website • Online Simulation

Brief Contents
An Overview of Business Ethics • The Importance of Business Ethics • Stakeholder Relationships, Social Responsibility, and Corporate Governance • Ethical Issues and the Institutionalization of Business Ethics • Emerging Business Ethics Issues • The Institutionalization of Business Ethics • The Ethical Decision-Making Process • Ethical Decision Making and Ethical Leadership • Individual Factors: Moral Philosophies and Values • Organizational Factors: The Role of Ethical Culture and Relationships • Implementing Business Ethics in a Global Economy • Developing an Effective Ethics Program • Implementing and Auditing Ethics Programs • Business Ethics in a Global Economy • Cases

Business and Society: A Strategic Approach to Social Responsibility

Third Edition

Debbie M. Thorne, Texas State University, San Marcos
O. C. Ferrell, University of New Mexico
Linda Ferrell, University of New Mexico

©2008 • 583 Pages • Paperback • 978-0-618-82336-9

college.hmco.com/pic/thorne3e

Business and Society introduces students to corporate responsibility by examining the connection between shareholders and stakeholders. The text’s strong pedagogical framework reinforces core concepts and teaches students that social responsibility is not only about philanthropy, but also a strategic focus for fulfilling the economic, political, legal, and ethical responsibilities expected by its stakeholders—and the profitable results expected by shareholders.

- New! Global Initiatives boxes highlight companies making strides toward social responsibility. Among the companies profiled are Tomomasu, Oxfam, Unilever, Proctor and Gamble, and Microsoft.
- New! Expanded case studies examine the best and worst ethical business practices at companies including Coca-Cola, Starbucks, Home Depot, Wal-Mart, Nike, and PETCO.
- What Would You Do? mini cases present scenarios where ethics, responsibilities, morals, workplace conduct, and other related issues are highlighted. Students assume the role of decision maker and decide what course of action would best suit the company or individual based on chapter concepts.

Supplements
Instructor Website • Instructor’s Resource Manual • HM Testing (Powered by Diploma™) • VHS/DVD Videos • Student Website • Premium Online Content

Brief Contents
Social Responsibility Framework • Strategic Management of Stakeholder Relationships • Corporate Governance • Legal, Regulatory, and Political Issues • Business Ethics and Ethical Decision Making • Strategic Approaches to Improving Ethical Behavior • Employee Relations • Consumer Relations • Community Relations and Strategic Philanthropy • Environmental Issues • Technology Issues • The Social Audit • Cases

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Contemporary Business Communication
Seventh Edition

Scot Ober, Ball State University

©2009 • 640 Pages • Hardcover • 978-0-618-99048-1 • Downloadable eBook: 978-0-618-99072-6 • Instructor’s Annotated Edition: 978-0-618-99069-6
college.hmco.com/pic/oberCBC7e

Contemporary Business Communication prepares students for business communication by employing a hands-on approach—connecting topics, examples, and exercises to the modern workplace. The text provides ample opportunity for students to practice their oral and written skills, and includes strategies for using email, voicemail, the Internet, and other innovations in communication technology.

The streamlined Seventh Edition has been completely updated to reflect current trends and practices in the world of business. The revised textbook package now features a web-based version of the Urban Systems Case Study Simulation with an updated, student-friendly BusCom online writing tutorial.

• New! Chapters are now organized according to specific learning objectives to provide instructors more options for course customization. Chapter summaries are also organized according to each objective, as are the end-of-chapter exercises and test bank questions.

• New! Chapter-opening vignettes profile successful business managers, including Jim Grenier, Vice President of Human Resources, Intuit; Ken Chenault, Chairman and CEO, American Express; and Gretchen Hofmann, Senior Vice President, Universal Orlando Resort.

• New! The Urban Systems Ongoing Case Study highlights a fictitious entrepreneurial company facing a number of typical business communication challenges. By working through each end-of-chapter case study, students solve the kind of real-world problems they will encounter in the workplace.

• New! Communication Snapshots graphics present up-to-date factoids about issues directly relating to contemporary business communication.

• The 3Ps (Problem, Process, Product) Writing Model in every chapter shows students how to consider a particular business communication problem, think critically about how to solve it, and produce the appropriate communication product. Over 60 full-page annotated and formatted writing models are included, as well as additional models for classroom discussion.

• Real company letterheads serve as models for student writing. Marginal step-by-step composing notes as well as grammar and mechanics pointers help students craft complete, ready-to-send messages.

• All new Spotlights boxed features are designed to reinforce criteria from AACSB (Association to Advance Collegiate Schools of Business) for teaching the international, technological, ethical, and demographically diverse dimensions of business.

• The Language Arts Basics (LABs) Reference Manual provides a systematic approach for teaching and testing the most frequently occurring and most frequently misused rules of English grammar and mechanics.

• The Ask Ober feature (e-mail: askober@ober.net) permits and encourages direct dialog between instructors or students and the textbook author.

Supplements
HM BusinessSPACE Instructor Website • Online Instructor’s Resource Manual • Online Test Bank • PowerPoint and Premium PowerPoint Slides • CRS Content • HM BusinessSPACE with Eduspace • HM BusinessSPACE with Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) DVD • Ask Ober • HM BusinessSPACE Student Website

Brief Contents
I. Foundations of Business Communication
Understanding Business Communication • Contemporary Issues in Business Communication • Interpersonal Communication Skills

II. Developing Your Business Writing Skills
The Writing Process • Revising Your Writing

III. Correspondence
Routine Messages • Persuasive Messages • Bad-News Messages

IV. Report Writing
Planning the Business Report and Managing Data • Writing the Report

V. Oral and Employment Communication
Making Oral Presentations • Employment Communication

Reference Manual
Language Arts Basics • Formatting Business Documents • Common Types of Business Reports • Glossary
This streamlined, practical foundation text places an emphasis on practical applications. The user-friendly approach focuses on current developments in business communication (with up-to-date examples), coverage of timely and relevant issues, best practices, and skills development. The text program is supplemented with extensive online resources—including premium study content—available on the Student Website.

- Each chapter in the program is organized around communication objectives introduced at the chapter opening. Key concepts are revisited in checklists, model letters, and section-ending Self-Check exercises in the text and through a suite of interactive self-tests and exercises available online.
- All business English coverage has been organized into modules at the back of the text, along with an extensive array of exercises, to provide greater flexibility—and a one-stop reference for students.
- Business Communication—in Context features present real-world business communication problems and ask students to consider both the root of the problem and its possible resolution.

Supplements
Instructor Website • Online Instructor’s Resource Manual • PowerPoint Slides • CRS Content • Blackboard/WebCT Course Cartridge • HM Testing (Powered by Diploma™) • Urban Systems CD • Student Website • Premium Online Content

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Fundamentals of Contemporary Business Communication

Second Edition

Scot Ober, Ball State University

©2007 • 446 Pages • Paperback • 978-0-618-64517-6 • Instructor’s Annotated Edition: 978-0-618-64518-3

college.hmco.com/pic/oberfund2e

This text program introduces the basic concepts of successful business communication, placing significant emphasis on grammar and mechanics. The author’s hands-on approach—including the unique 3Ps Model Writing—connects topics, examples, and exercises to the modern workplace. The program combines the traditional textbook format with a workbook, allowing students to immediately test, apply, and reinforce the basics of business communication.

• Chapter-opening On the Job interviews reinforce the importance of effective business communication in the workplace. These interviews feature managers from a range of organizations, including Monster.com; World Wrestling Entertainment, Inc.; and The Nucon Group.

• Communication Snapshots present up-to-date facts about business communication in the real world, such as information on employer expectations for written communication skills, the growing importance of communicating effectively with non-native English speakers, and grammar errors that executives find most distracting.

• Part VI of the text includes five modules that are close to chapter length and are more thorough than the brief reference manuals that appear in other texts.

Supplements
Instructor’s Resource Manual • Online Instructor’s Resource Manual • Online Test Bank • PowerPoint Slides • Blackboard/WebCT Cartridge • HM ClassPrep with HM Testing (Powered by Diploma™) • Urban Systems CD • Student Website

Brief Contents
Foundations of Business Communication • Developing Your Business Writing Skills • Correspondence • Written and Oral Business Reports • Employment Communication • Developing Your Business English Skills

The Ultimate Job Hunter’s Guidebook

Fifth Edition

Susan D. Greene, Owner/President, Greene Marketing and Advertising
Melanie C.L. Martel, New Hampshire Technical Institute

©2008 • 260 Pages • Spiralbound • 978-0-618-84804-1

college.hmco.com/pic/greene5e

Offering concise coverage of essential job-hunting and career strategies, this flexible, how-to book can supplement any business course or serve as the foundation for a career development class. The Fifth Edition continues to focus on real-world applications through experiential exercises and hands-on activities designed for individual or group use.

• New! Success Stories at the close of each chapter feature real-world examples of individuals who’ve made the transition from one career to another. Subjects are varied in their fields and experiences.

• New! What You’ll Learn and Why It’s Important features replace learning objectives at the beginning of each chapter. This feature allows students to map out concepts to understand how they will apply what they’ve learned in the text to their everyday lives.

• Strategies in Action vignettes open each chapter and focus on the real-world application of topics to be covered.

• Experiential exercises and hands-on activities contribute to the user-friendly character of the text. Topics for discussion and review include identifying personality strengths, testing résumé skills, and completing job applications.

Supplements
Instructor Website • Student Website

Brief Contents
Setting Your Course • Planning Your Job Search • Conducting a Self-Assessment • Planning and Organizing the Job Hunt • Gathering Your Tools • Preparing Your Résumé • Writing Cover Letters • Obtaining References and Assembling a Portfolio • Hunting for an Employer • Targeting Potential Employers • Taking Your Job Hunt Online • Have You Considered...? • Backdoor Your Way into a Job • Beginning the Search • Filling Out Job Applications • Interviewing • Getting to Work • Evaluating Job Offers • Learning Your New Job
Personal Finance
Ninth Edition

E. Thomas Garman, Virginia Polytechnic Institute and State University, Emeritus
Raymond E. Forgue, University of Kentucky

©2008 • 537 Pages • Hardcover • 978-0-618-93873-5 • Downloadable
eBook: 978-0-547-07911-0
college.hmco.com/pic/garman9e

This market-leading text offers a student-friendly, practical introduction to managing personal finances. The structured pedagogy helps students learn how to save and invest, manage student loans, file taxes, decrease credit card debt and plan for the future. Throughout the text, students receive advice from personal finance experts and read a variety of real-life scenarios about people facing a wide range of financial challenges. Many examples, mathematical in nature, illustrate the critical importance of achieving long-term financial goals through investing.

The Ninth Edition captures student interest and focuses the reader’s attention on the most important concepts.

• New! You Must Be Kidding, Right? narratives open every chapter and introduce the financial topics to be examined. Each narrative is followed by a question and four potential answers. The results are often unexpected and provide an excellent opportunity to engage students.

• New! Good Habits in Personal Finance boxes in every chapter provide practical advice for managing personal finances for life.

• Updated! Advice from a Pro boxes are co-authored by some of the United States’ best personal finance experts from both academia and the financial planning industry. Topics include Seven Money Mantras for a Richer Life; How Inflation Affects Borrowing, Saving, and Investing; and Control and Reduce Your Credit Card Debt.

• New! Instant Messages brief inserts provide practical advice on personal financial issues and opportunities. Directives include Compare Salaries and Living Costs on the ‘Net, Save $4.66 for Every $1 Not Saved Earlier, Tax-free Employee Benefits, and Chase’ing College Students on Facebook.

• Updated Did You Know? boxes address topics including Value of Additional Education, How to Get a Raise, Student Loans Can Cause High Debt-to-Equity Ratios, and Timesharing Is Not an Investment.

• Financial Planning Cases require students to consider key concepts when analyzing typical personal financial problems, dilemmas, and challenges that face individuals and couples.

• End-of-chapter On the ‘Net features offer 2–to–3 Internet-based exercises, activities, or focused questions that encourage students to research and apply chapter concepts using on-line calculators and other Web resources.

Supplements
Instructor Website • Online Instructor’s Resource Manual • Online Test Bank • PowerPoint Slides • CRS Content • DVD • Eduspace • Blackboard/WebCT • HM Testing (Powered by Diploma™) • Student Website • Premium Online Content • GoVenture Online Simulation

Brief Contents
I. Financial Planning
Understanding Business Communication • Understanding Personal Finance • Career Planning • Financial Statements, Tools, and Budgets
II. Money Management
Managing Income Taxes • Managing Checking and Savings • Building and Maintaining Good Credit • Credit Cards and Consumer Loans • Automobiles and Major Purchases • Buying Housing
III. Income and Asset Protection
Managing Risk Through Insurance • Health Care Planning • Life Insurance Planning
IV. Investments
Investment Fundamentals • Investing in Stocks and Bonds • Buying and Selling Securities • Real Estate and High-Risk Investments
V. Retirement Planning
Retirement Planning • Estate Planning

ALSO AVAILABLE
Raymond E. Forgue, University of Kentucky
E. Thomas Garman, Virginia Polytechnic Institute and State University, Emeritus

©2004 • 107 Pages • Spiralbound • 978-0-618-37231-7

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For complete tables of contents and supplement descriptions, visit business.college.hmco.com
E-Business: Strategic Thinking and Practice

Second Edition

Brahm Canzer, John Abbot College

©2006 • 347 Pages • Hardcover • 978-0-618-51988-0

college.hmco.com/pic/canzer2e

This comprehensive introduction to e-business centers on four key areas of strategic planning—technology, management, marketing, and finance. Canzer focuses on what students need to know about developing, managing, and maintaining a successful e-business, rather than the technical logistics of setting up a site, making the text ideal for e-business courses or principles of marketing and management courses. Case studies and examples illustrate how theory is successfully translated into real-life business scenarios, spotlighting companies including eBay, Google, and Amazon.

Supplements
Instructor Website • Instructor’s Resource Manual with Test Bank • PowerPoint Slides • HM Testing (Powered by Diploma™) • Student Website

Brief Contents
Module I: A Framework for Understanding e-Business
Exploring the World of e-Business
Environmental Forces Affecting Planning and Practice
Ethical, Legal, and Social Concerns

Module II: Strategic Business Planning for the Internet
Developing e-Business Models
Strategic Planning: A Multi-level Organizational Approach
Researching and Analyzing Opportunities for Growth
Understanding Online Communication and Behavior

Module III: Implementing the e-Business Plan
Creating the Marketing Mix
Organizational and Managerial Issues
Financial Planning and Working with Investors
Implementation and Control of the e-Business Plan

Appendix: U-Swap.com: A Comprehensive Case Study
New Expanded Content Modules for Business, Marketing, and Management
Supplement your text program and encourage in-depth discussions of hot topics with Houghton Mifflin Expanded Content Modules. Use these modules to introduce your students to Sports, Event, and eWord-of-Mouth Marketing, Management concepts, and more.

Classroom Response System (Clicker) Content
Using state-of-the-art wireless technology and text-specific content, a classroom response system (CRS) provides a convenient and inexpensive way to gauge student comprehension, deliver quizzes or exams, and provide “on-the-spot” assessment. Content available at the Instructor Website includes multiple-choice questions customized for reviewing key content in the student text. Instructors can also edit these questions or create their own.

Blackboard/WebCT Cartridge
These course management tools are ideal for instructors who want to create and customize online materials for use in distance learning or as a supplement to traditional classes.

HM Testing (Powered by Diploma™)
HM Testing provides instructors with all the tools they need to create, author/edit, customize, and deliver multiple types of tests. Instructors can import questions directly from the test bank, create their own questions, or edit existing questions, all within Diploma’s powerful electronic platform.

HM ClassPrep CD
These CDs feature a variety of teaching resources and may include PowerPoint slides, case notes, grading forms, lecture outlines teaching notes, teaching strategies, and additional materials to stimulate classroom discussion.

GoVenture: Live the Life of an Entrepreneur Simulation CD
Over 6,000 graphics, audio, and interactive video—in a virtual 3D setting—completely immerse students in the challenge of operating a successful small business. A student’s success can be measured by various factors during the scenario, including profitability, market share, employee morale, and customer satisfaction.

GoVenture: Personal Finance Simulation
This online tool allows students unique practice with their personal finances. The software simulation allows users to determine a financial life plan, view their money in the future, invest money in different places, and to learn how to manage money.

Urban Systems Simulation
Available for students as an effective learning tool, each case and educational scenario on this CD allows students to experience a business office situation and actively solve problems by applying the communication skills they have learned in the textbook. Both fun and education, the simulation is highly interactive, allowing students to work independently and at their own pace, while still receiving guidance when needed.

HMXChange Business Case Database
With Houghton Mifflin’s HMXChange Business Case Database, customizing a casebook is quick and easy—and saves valuable time. This online resource allows business instructors to assemble, maintain, and update casebooks from the comfort of their home or office. The result is a printed casebook tailored to meet specific course goals.
HM BusinessSPACE™ encompasses the interactive online products and services integrated with Houghton Mifflin Business textbook programs. Students and instructors can access HM BusinessSPACE content through text-specific Student and Instructor Websites and via online learning platforms, including Eduspace, Houghton Mifflin’s online Course Management System, and Blackboard/WebCT Cartridges.

For Instructors
- Instructors can access HM BusinessSPACE content at any time via the Internet. Instructor resources include:
  - Detailed lecture and supplemental discussion notes
  - Application exercises and cases
  - PowerPoint slides
  - Classroom Response Systems (CRS) content
  - Live newsfeeds, HM NewsNow and HM Interactives powered by The Associated Press

For Students
- Students can access HM BusinessSPACE content at any time via the Internet. Students benefit from tools that help them prepare for class, study for quizzes and exams, and improve their grades. Resources include:
  - ACE+ quizzes
  - Flashcards
  - Glossaries
  - Links to reliable business information
  - Online writing labs
  - Internet exercises
  - Enrichment exercises
  - Live newsfeeds, HM NewsNow and HM Interactives powered by The Associated Press.

Some material may be passkey-protected.
Some resources may be text-specific.
In addition to accessing HM BusinessSPACE Instructor Website content, instructors using Eduspace can:

- Assign auto-graded homework exercises, quizzes, tests, tutorials
- Add or modify content and supplemental study materials
- Keep current with Eduspace’s powerful gradebook

In addition to the HM BusinessSPACE Student Website content, students using Eduspace can access:

- Multimedia eBooks with embedded links, highlighting tools and notes features
- Online homework
- Downloadable MP3 audio chapter reviews, summaries, and quizzes

HM BusinessSPACE with Eduspace, Houghton Mifflin’s Course Management System, offers instructors a flexible, interactive online platform to help communicate with students, organize material, evaluate student work, and track results.
NEW! Student Achievement Series: Foundations of Management
Kreitner >> 20

NEW EDITION! Management, 10/e
Kreitner >> 20

NEW! Student Achievement Series: Human Relations
Reece • Brandt >> 21

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NEW EDITION! Human Resources Management, 6/e
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NEW EDITION! Strategic Management
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NEW EDITION! Strategic Management Theory, 8/e
Hill • Jones >> 27

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Managing Now!

Gary Dessler, Florida International University
Jean Phillips, Rutgers University

©2008 • 562 Pages • Hardcover • 978-0-618-74163-2 • Downloadable
College.hmco.com/pt/text/dessler1e

New for 2008, Managing Now! addresses how Internet- and intranet-based technologies are transforming how managers run companies. The text program highlights new skills future managers will need for planning, organizing, and managing inter-unit relations. Chapter objectives are introduced through the authors' unique behavioral learning model, Learn It, Practice It, and Apply It. Each objective is carried through these directives, providing a multi-step approach to learning that engages students and reinforces real-world application.

Managing Now! includes a fully integrated technology program designed specifically for the text. Managing Now! Live is an Internet-based simulation that reinforces and reviews key topics from each chapter. Organized according to the three learning objectives outlined in the text, the simulation prompts students to consider chapter concepts through topic reviews, quizzes, case-based questions, and scenario-based videos. *Simulation Icons* in the text direct students to related Managing Now! Live content available online.

- **Opening Vignettes** use real-world scenarios to introduce management themes and engage students. Vignettes feature both large and small organizations, and include such well-known companies as Whirlpool, Saturn, and Mercury Interactive.
- **Improving Your Skills** feature provide students tips and examples on mastering a variety of management skills related to delegating, franchising, and leading.
- **Window on Managing Now!** boxed inserts explore how real-world companies are keeping pace with technological developments and evolving work environments.
- **Practice It** boxed inserts refer students back to the opening vignettes to illustrate how chapter concepts are being applied in real-world situations.
- End-of-chapter pedagogy includes bulleted *Chapter Summaries*, *Discussion Questions*, *Experiential Exercises*, and *Case Studies*.

**Brief Contents**

*Note: Each chapter includes a Chapter Summary, Discussion Questions, and Experiential Exercise.*

**I. The Environment of Managing Now**
Managing and the Evolution of Management • Ethical and Social Issues • Managing in a Global Environment • Managing Entrepreneurship and Innovation

**II. Information and Decision Making Now**
Information and Knowledge Management • Decision Making Now • Appendix: Quantitative Decision-Making Aids

**III. Planning and Controlling Now**
Planning and Strategic Management • Controlling • Managing Operations and Supply Chains

**IV. Organizing Now**
Organizing • Designing and Changing Organizations • Human Resource Management

**V. Leading Now**
Leading • Motivating Employees • Improving Communication • Building Teamwork, Community and Culture • Managing Trust and Collaboration

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Management
Ninth Edition

Ricky W. Griffin, Texas A&M University

©2008 • 738 Pages • Hardcover • 978-0-618-76795-3 • Downloadable eBook: 978-0-618-82264-5
college.hmco.com/pic/griffinmanagement9e

Known for its cutting edge research and examples, Griffin’s Management has helped millions of students prepare for a career in business.

The Ninth Edition has been significantly revised to reflect the most recent issues that managers face, with a new and enhanced focus on the service sector, ethics, global management, and information technology. Additionally, the text integrates issues such as the balance of theory and practice and uses examples based on small companies and non-profit organizations to underscore the idea that management is not simply confined to large businesses.

• New! First Things First chapter opening vignettes use real-world scenarios to introduce key sections and catch student interest. You Make the Call end of chapter exercises ask students to refer back to these vignettes to make a judgment.

• New! Closing Cases provide the student with a detailed case study at the end of each chapter and ask them to apply new concepts and ideas to a real-world scenario. Case study companies include Amazon, Nike, General Motors, JetBlue, and eBay.

• New! Call-out quotes in the margin are short “words of wisdom” from professionals from all walks of life. Contributors include Larry Page, Co-founder and President, Google and Nicole Chettero, public relations associate, TransFair USA.

• New! Boxed inserts focus on three themes—ethics, technology, and diversity—and appear throughout the text at appropriate discussion points.

• New! Test Prepper quizzes at the end of every chapter help students gauge their comprehension and retention of chapter material. The answers are found at the end of the text.
Fundamentals of Management
Fifth Edition

Ricky W. Griffin, Texas A&M University
©2008 • 629 Pages • Paperback • 978-0-618-91707-5 • Downloadable eBook: 978-0-547-01513-2
college.hmco.com/pic/griffinfund5e

This concise version of Management, 9/e, gives instructors the flexibility to integrate their own cases, exercises, and projects while continuing to provide them with a strong theoretical framework.

Chapters are organized according to a strong pedagogy, featuring learning objectives, a chapter outline, a First Things First opening vignette, boldface key terms, a summary of key points, questions for review, questions for analysis, end-of-chapter exercises, and an end-of-chapter case with questions.

- New! Eye on Management boxes are supplemented by videos available on the DVD.
- New! Managing in Times of Change boxes discuss contemporary challenges facing managers today.
- Updated! Summary of Key Points paragraphs are now presented as a bulleted list for easier review.
- New and Updated! 30% of the Building Skills Exercises and 25% of the Skills Self Assessment Instruments are new or updated.

Supplements
HM ManagementSPACE Instructor Website • Online Instructor’s Resource Manual • DVD • HM ManagementSPACE with Eduspace • HM ManagementSPACE with Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • HM ManagementSPACE Student Website • Multimedia eBook available with HM ManagementSPACE with Eduspace

Brief Contents
An Introduction to Management • Understanding the Manager’s Job • The Environments of Organizations and Managers • Planning • Planning and Strategic Management • Managing Decision Making • Entrepreneurship and New Venture Management • Organizing • Organization Structure and Design • Organization Change and Innovation • Managing Human Resources in Organizations • Leading • Basic Elements of Individual Behavior in Organizations • Managing Employee Motivation and Performance • Leadership and Influence Processes • Communication in Organizations • Managing Work Groups and Teams • Controlling • Basic Elements of Control • Managing Operations, Quality, and Productivity

Student Achievement Series: Principles of Management

Ricky W. Griffin, Texas A&M University
©2007 • 117 Pages • Paperback • 978-0-618-73078-0 • Downloadable eBook: 978-0-618-83144-9 • Instructor’s Edition: 978-0-618-73079-7
college.hmco.com/pic/griffinSAS

Student Achievement Series: Principles of Management delivers a comprehensive—yet concise—introduction to management skills. Author Ricky Griffin combines up-to-date coverage of key functional areas, new research and examples, and a strong theoretical framework. The flexible, user-friendly format allows instructors to integrate their own case studies, exercises, and projects.

- Where appropriate, key information—such as chapter summaries—appears in bullets versus traditional, long running paragraph formats for quick, clear, and easy comprehension.
- The fully-integrated technology program promotes review, retention, and skills assessment. Icons in the margins of the text direct students to online material, and the book’s URL appears throughout the text for quick access.
- The student-friendly design features a magazine-style layout, presenting content in a format students are accustomed to reading every day.
- Titles in the Student Achievement Series are affordably priced, making them ideal for student learning—and student budgets.

Supplements
Instructor Website • Online Instructor’s Resource Manual • Videos • DVD • Eduspace • Blackboard/WebCT Cartridge • Student Website • Premium Online Content • Multimedia eBook available with Eduspace

Brief Contents
An Introduction to Management • Understanding the Manager’s Job • The Environments of Organizations and Managers • Planning • Planning and Strategic Management • Managing Decision Making • Entrepreneurship and New Venture Management • Organizing • Organization Structure and Design • Organization Change and Innovation • Managing Human Resources • Leading • Managing Individual Behavior • Motivating Employee Performance • Leadership and Influence Processes • Communication in Organizations • Managing Groups and Teams • Controlling • Managing the Control Process • Managing Operations, Quality, and Productivity

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Student Achievement Series: Foundations of Management: Basics and Best Practices

Robert Kreitner, Arizona State University

©2008 • 393 Pages • Paperback • 978-0-618-90737-3 • Instructor’s Edition: 978-0-618-92440-0
college.hmco.com/pic/kreitnerSASfound

Based on Kreitner’s First Edition Foundations of Management text, Student Achievement Series: Foundations of Management: Basics and Best Practices is an innovative program featuring a streamlined text with a strong emphasis on practical applications. Kreitner’s user-friendly approach focuses on current developments in management with up-to-date examples, coverage of timely issues, and best practices.

- Best Practices boxes in each chapter cover topics such as selling your new business idea in 45 seconds, moving beyond “quick fix” management, and advice on strategic implementation and control, and feature familiar companies including Starbucks and UPS.
- Test Preppers at the end of every major section offer students continuing opportunities to gauge their comprehension and retention of chapter material. Answers to the true/false and multiple-choice quizzes are found at the end of each chapter.
- Closing Case Studies at the end of every chapter raise thoughtful questions about how management is being practiced in the real world.
- Integrated real-world examples capture students’ interest and demonstrate what practices succeed—or fail—in today’s large and small, public and private organizations.

Supplements
Instructor Website • Online Instructor’s Resource Manual • Online Test Bank • Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • DVD • Student Website • Premium Online Content

Brief Contents
The Management Challenge • Today’s Managers and Entrepreneurs • Management’s Changing Landscape: Demographics, Global Economy, and Technology • Management’s Social and Ethical Responsibilities • International Management • Managing Core Administrative Processes • Planning and Strategy • Making Decisions and Solving Problems • Designing Effective Organizations • Maintaining Control and Improving Quality • Managing People • Human Resource Management • Communicating for Results • Motivating Employees • Managing Groups and Teams • Influencing and Leading • Managing Change and Conflict

Management

Tenth Edition

Robert Kreitner, Arizona State University

©2007 • 532 Pages • Hardcover • 978-0-618-60772-3 • Instructor’s Edition: 978-0-618-60772-3 • Instructor’s Website • Online Instructor’s Resource Manual • Eduspace • Blackboard/WebCT Cartridge • HM ClassPrep with HM Testing (Powered by Diploma™) • Video DVD • Student Website • Premium Online Content
college.hmco.com/pic/kreitner10e

Management offers a practical, student-oriented approach to four central themes: change, diversity, ethics, and globalization. In addition to coverage of timely and relevant issues such as corporate responsibility, the text promotes skill development through hands-on exercises and team-building activities.

- The Tenth Edition includes coverage of emerging research and hot-button topics, including Wilson’s managerial skills profile; the implications of “cultural intelligence”; new research on how people rationalize unethical conduct; and the role of Web logs (“blogs”).
- A range of pedagogical features—including in-text and video cases, Internet activities, and interactive annotations—support students as they prepare for the rigors of contemporary management.
- Part-ending Managers-in-Action video cases focus on high-profile managers and the challenges they face concerning project management, training, and other issues. New cases examine global diversity at Hewlett-Packard, planning and decision making at Percy Inn, and the management of human capital at Accenture.

Supplements
Instructor Website • Online Instructor’s Resource Manual • Eduspace • Blackboard/WebCT Cartridge • HM ClassPrep with HM Testing (Powered by Diploma™) • Video DVD • Student Website • Premium Online Content

Brief Contents
The Management Challenge • Managers and Entrepreneurs • The Evolution of Management Thought • The Changing Environment of Management: Diversity, Global Economy, and Technology • International Management and Cross-Cultural Competence • Management’s Social and Ethical Responsibilities • Planning and Decision Making • The Basics of Planning • Strategic Management: Planning for Long-Term Success • Decision Making and Creative Problem Solving • Organizing, Managing Human Resources, and Communicating • Organizations • Organizing in the Twenty-First Century • Human Resource Management • Communicating in the Internet Age • Motivating and Leading • Motivating Job Performance • Group Dynamics and Teamwork • Influence, Power, and Leadership • Change, Conflict, and Negotiation • Organizational Control Processes • Organizational Control and Quality Improvement
Student Achievement Series: Human Relations

Barry L. Reece, Virginia Polytechnic Institute and State University, Emeritus
Rhonda Brandt, Ozarks Technical Community College
©2009 • 270 Pages • Paperback • 978-0-618-97599-0 • Downloadable
eBook: 978-0-618-98177-9
college.hmco.com/pic/reeceSAS

Student Achievement Series: Human Relations focuses on the immediate personal application of human relations principles and practices. The SAS Edition combines the authors’ innovative “Total Person” approach toward the field with an emphasis on real-world application. Topics include effective communication, self-development, ways to help students achieve insight, knowledge and the relationship skills needed to deal with a wide range of people-related problems, diversity, and strategies that can be used to resolve work/life tensions.

• Opening vignettes feature issues facing prominent individuals and national corporations as well as small and medium-sized organizations.

• Human Relations in Action boxed inserts provide a mix of “how to” tips and examples from real-world organizations. Topics include Jargon Predates Bubble Burst at WorldCom, Wanted: Employer with Ethics, and Avoid Creating a No-Complaint Zone.

• Total Person Insights share thoughts, anecdotes, and advice from respected writers, educators, and business leaders, to help make the content relevant to students and bring it to life.

• Career Corner features at the end of every chapter provide students with practical solutions to common human relations problems.

• Applying What You’ve Learned exercises at the end of each chapter prompt students to apply their knowledge of chapter concepts to real-world scenarios.

• Interactive Role Play Exercises designed for in-class use require students to explore their reactions and responses to different workplace scenarios.

• The student-friendly design features a magazine-style layout, presenting content in a format students are accustomed to reading every day.

• Titles in the Student Achievement Series are affordably priced, making them ideal for student learning—and student budgets.

Supplements
HM ManagementSPACE Instructor Website • Online Instructor’s Resource Manual • HM ManagementSPACE with Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • DVD • HM ManagementSPACE Student Website

Brief Contents
Introduction to Human Relations • Improving Personal and Organizational Communications • Building High Self-Esteem • Personal Values Influence Ethical Choices • Attitudes Can Shape Your Life • Developing a Professional Presence • Valuing Work Force Diversity • Resolving Conflict and Achieving Emotional Balance • A Life Plan for Effective Human Relations
Effective Human Relations: Personal and Organizational Applications

Tenth Edition

Barry L. Reece, Virginia Polytechnic Institute and State University, Emeritus
Rhonda Brandt, Ozarks Technical Community College
©2008 • 473 Pages • Hardcover • 978-0-618-78327-4
college.hmco.com/pic/reece10e

This comprehensive text covers the key human relation skills students need to be successful managers in the workplace. Authors Reece and Brandt use an organizational perspective to help students understand the disparate factors that influence employee behavior.

The Tenth Edition focuses more directly on chapter objectives, establishing them around the seven themes of the text—communication, self-awareness, self-acceptance, motivation, trust, self-disclosure, and conflict resolution—so that the students absorb and connect the concepts. New areas of coverage include goal-setting principles; root causes of negative attitudes; introduction of the Reiss Profile instrument used to classify our basic desires; the use of “branding” to achieve greater visibility in a crowded job market; discrimination based on a person’s religious preference; new ways to classify various forms of technostress; and new support for the importance of emotional intelligence. Throughout the text, major themes are supported by a multitude of real-world examples and emotional intelligence checkpoints.

• New! The Tenth Edition also has an increased focus on “must know” and “how to” for students. Emphasis is placed on effective communication and self-development, ways to help students achieve insight, and the relationship skills needed to deal with a wide range of people-related problems.

• New! Opening Vignettes, Total Person Insights, Skill Development Challenges and Critical-Thinking Challenges reflect the authors’ commitment to providing a real-world context for concepts.

• New! Internet Insights keep students in touch with the world outside the classroom and provide an opportunity to acquire additional information on important topics in each chapter.

• Application exercises provide an opportunity for hands-on problem solving and underscore the importance of teamwork in the work place; end of each chapter Career Corner features give students practical solutions to common human relations problems; End-of-Chapter Cases based on actual organizations include questions that ask students to apply chapter concepts to real situations.

• Human Relations in Action boxed inserts provide “how to” tips and examples from real-world organizations. New inserts include Jargon Predates Bubble Burst at WorldCom, Wanted: Employer with Ethics, and Greatest Comeback in Sports’ History.

• Enhanced and revised end-of-chapter content, integrated role-play exercises, and review questions throughout are more interactive and applicable to real life.

• Updated coverage of diversity recognizes that diversity in the workplace encompasses more than race, ethnicity, and nationality.

Supplements
- Instructor Website • Online Instructor’s Resource Manual • PowerPoint Slides • CRS Content • Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • Video DVD • Classroom Activities Manual • Student Website • Premium Online Content

Brief Contents
- Introduction to Human Relations • Improving Personal and Organizational Communications • Understanding Your Communication Style • Building High Self-Esteem • Personal Values Influence Ethical Choices • Attitudes Can Shape Your Life • Motivating Yourself and Others • Improving Interpersonal Relations with Constructive Self-Disclosure • Achieving Emotional Balance in a Chaotic World • Building Stronger Relationships with Positive Energy • Developing a Professional Presence • Team Building: A Leadership Strategy • Resolving Conflict and Dealing with Difficult People • Responding to Personal and Work-Related Stress • Valuing Work Force Diversity • The Changing Roles of Men and Women • A Life Plan for Effective Human Relations
Human Resource Management

Third Edition

Angelo S. DeNisi, Tulane University
Ricky W. Griffin, Texas A&M University

©2008 • 550 Pages • Hardcover • 978-0-618-79419-5

college.hmco.com/pic/denisi3e

This text offers students a practical introduction to the functions and responsibilities of managers within an organization—including staffing, enhancing employee motivation and performance, overseeing compensation and benefits, and working with a diverse work force.

The Third Edition has been restructured to create a more concise, accessible text. The text continues to offer complete coverage of core human resource management topics with an additional emphasis on how HR can provide competitive advantages in today’s business world. Updated coverage of critical topics in HR management includes new chapters devoted to the changing relationships between employees and organizations, diversity, the global environment of human resources, and the organizational environment of human resources activities.

• **New!** A *Taking HR to the Next Level* feature considers HR issues from a strategic perspective. Engaging topics, such as contingent workers and contemporary social issues, are explored to expand upon core topics and to encourage class discussion.

• **Point/Counterpoint** boxes focus on issues of controversy within human resource management. Arguments “for” and “against” issues are addressed and “conclusion” sections provide opportunity for student interpretation.

• Chapter-closing *Key Points for Future HR Managers* and *Key Points for Future General Managers* features relate chapter topics to the interest of non-HR majors and future HR managers, respectively.

• Updated chapter-opening cases highlight recent events, issues, and trends that correspond to major themes in the chapter. Additional cases at the close of the chapter include questions to simulate discussion.

• Chapter pedagogical features include *Ethical Dilemmas in Human Resource Management, Building Human Resource Management Skills, Human Resources in the Twenty-first Century, Human Resources Legal Briefs, Human Resources Around the Globe, and The Lighter Side of HR.*

**Supplements**

- Instructor Website
- Online Instructor’s Resource Manual
- Online Test Bank
- PowerPoint Slides
- Video DVD
- HM ClassPrep with HM Testing (Powered by Diploma™)
- Student Website
- HR Game

**Brief Contents**

- The Nature of Human Resource Management
- The Legal Environment
- The Global Environment
- The Competitive Environment
- Information for Making Human Resource Decisions
- Organizational Form and Structure
- Recruitment and Selection
- Managing the Diverse Workforce
- Compensation and Benefits
- Performance Appraisal and Career Management
- Managing Labor Relations
- Safety, Health, Well-Being, and Security
- Motivation at Work
- Performance Enhancement Techniques
- Appendix: Human Resource Information Systems
- Appendix: Data and Research in Human Resource Management

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Human Resources Management

Sixth Edition

Wendell L. French, University of Washington

©2007 • 603 Pages • Hardcover • 978-0-618-50721-4

college.hmco.com/pic/french6e

This highly accessible text presents a conceptual model of the field, placing HRM in the overall context of business management. Students gain a broad, practical understanding of how HRM policies affect the workplace—from productivity, quality, and customer service to employee morale.

- Chapter-ending Experiential Exercises promote group discussion and role-playing through real-world challenges such as discrimination laws, safe/healthy work environments, and negotiation skills.
- Comprehensive Cases—taken from respected publications such as The New York Times and the Wall Street Journal—explore contemporary issues in HRM like the new face of organized labor and the implications of an aging workforce.

Supplements
Instructor Website • Online Instructor’s Resource Manual • PowerPoint Slides • HM Testing (Powered by Diploma™) • Videos • Student Website

Brief Contents
An Overview of Human Resources Management • An Introduction to Human Resources Management • A History of American Human Resources Management • Change: The Global Resources Management Landscape • Key Factors in Organizational Performance • Equal Employment and Human Resources Planning • Equal Employment Laws and Other Regulations • Human Resources Planning • Job Design and Staffing • Job Design • Work Rules and Schedules • Recruitment and Selection • Career Transitions • Development and Appraisal • Skills Training • Management and Career Development • Performance Management and Appraisal • Compensation and Reward • Wage and Salary Management • Incentive Plans • Employee Benefits • Employee Protection and Representation • Safety and Health Management • Labor Organizations and Unionization • Negotiating and Administering the Labor Agreement • Rights, Responsibilities, and Justice

Organizational Behavior: Managing People and Organizations

Eighth Edition

Ricky W. Griffin, Texas A&M University
Gregory Moorhead, Arizona State University

©2007 • 582 Pages • Hardcover • 978-0-618-61158-4

college.hmco.com/pic/griffinOB8e

Organizational Behavior places core concepts of human behavior and industrial psychology in a real-world context.

The Eighth Edition features significant structural and content changes, as well as an enhanced design—with more figures and tables, cartoons with captions, and 50 new color photos—for greater visual appeal. All Opening Cases and chapter-ending OB Cases for Discussion are new, featuring companies such as Ryanair, Merrill Lynch, and the Denver Broncos. Workplace issues, featured in several new boxed inserts, focus on five pivotal topics in the modern workplace: technology, ethics, change, diversity, and globalization.

Supplements
Instructor Website • Online Instructor’s Resource Manual • Blackboard/WebCT Cartridge • HM ClassPrep with HM Testing (Powered by Diploma™) • Videos • Student Website • OB in Action (Online) • Instructor’s Resource Manual (Print) • OB in Action (Print)

Brief Contents
Introduction to Organizational Behavior • An Overview of Organizational Behavior • The Changing Environment of Organizations • Individual Processes in Organizations • Foundations of Individual Behavior • Motivations in Organizations • Motivating Employee Performance • Motivating Employee Performance Through Rewards • Managing Stress and the Work-Life Balance • Decision Making and Problem Solving • Interpersonal Processes in Organizations • Foundations of Interpersonal and Group Behavior • Using Teams in Organizations • Communication in Organizations • Traditional Models for Understanding Leadership • Contemporary Views of Leadership in Organizations • Power, Politics, and Organizational Justice • Conflict and Negotiation in Organizations • Organizational Processes and Characteristics • Foundations of Organization Structure • Organization Design • Organization Culture • Organization Change and Development
Launching New Ventures: An Entrepreneurial Approach

Fifth Edition

Kathleen R. Allen, University of Southern California

©2009 • 560 Pages • Hardcover • 978-0-547-01456-2 • Downloadable eBook: 978-0-547-07679-9

college.hmco.com/pic/allenLNV5e

Launching New Ventures provides tomorrow’s entrepreneurs with the tools to launch a successful new business in a global marketplace. The text follows the logical development process, from initial idea through drafting of the actual business plan.

The Fifth Edition represents the most current thoughts, ideas, and practices in the field of entrepreneurship. Allen focuses on the pre-start-up and start-up stages of a new business, with special emphasis on the process and activities that must take place prior to opening a new business. The student-friendly material includes real-world case studies, new venture checklists, and the advice from successful entrepreneurs and the author herself.

Part One introduces the foundations of entrepreneurship and entrepreneurial opportunity that are important to understanding the decisions that entrepreneurs make, the environment in which they make those decisions, and the tasks they must undertake before launching a new company. Part Two addresses the heart of entrepreneurial activity—the testing of a new business concept through feasibility analysis. Part Three focuses on strategy and drafting the business plan. Part Four looks at planning for growth and change.

- Chapter-opening Entrepreneur Profiles provide real-life examples to illustrate the application of chapter concepts and inspire students. Shorter profiles throughout the text keep the focus on practical applications.
- Global Insights and Socially Responsible Entrepreneurship boxed inserts highlight companies and organizations that have taken a global or socially responsible approach to entrepreneurship.
- New! Two Case Studies—Command Audio (commercialization of an invention) and MySpace—expand the types of businesses and definition of entrepreneur presented in the text. All cases are followed by discussion questions.
- Sidebar in the text's margins offer quick tips and interesting anecdotes.
- The New Venture Checklist serves as a reminder of the tasks that need to be completed at particular stages of the entrepreneurial process.
- Chapter-closing Issues to Consider questions promote classroom discussion.
- Experiencing Entrepreneurship activities at the end of each chapter provide students an opportunity to become involved in entrepreneurial activities and meet entrepreneurs in an industry of interest.

Supplements
HM ManagementSPACE Instructor Website • Online Instructor's Resource Manual • PowerPoint Slides • Classroom Response System Content • DVD • HM ManagementSPACE with Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • Videos • HM ManagementSPACE Student Web Site

Brief Contents

I. Entrepreneurial Opportunity
Understanding Entrepreneurship • Preparing for the Entrepreneurial Journey • Recognizing and Creating Opportunity • Developing a Business Model

II. Feasibility Analysis: Testing the Business Concept
Overview of Feasibility Analysis • Analyzing the Industry and Market for Feasibility • Analyzing Product/Service Risks and Benefits • The Founding Team • Analyzing Start-up Financials

III. The Business Plan: Building a Company
Building an Effective Business Plan • Choosing the Legal Form of Organization • Incorporating Ethics and Social Responsibility into the Business • Designing an Entrepreneurial Organization • Managing Operations • Developing an Entrepreneurial Marketing Plan • Funding a Start-up Venture

IV. Planning for Growth and Change
Funding a Rapidly Growing Venture • Planning for Growth • Planning for Change

Case Studies

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Small Business Management provides a balanced introduction to both entrepreneurship and small business management with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues including global opportunities, service, quality and technology are highlighted throughout the text. The streamlined format allows instructors to cover the entire text of 18 chapters within a standard semester timeline without sacrificing important topics.

The Fourth Edition features an increased emphasis on small business ownership by women and minority groups. The online Business Plan Guide and templates provide some of the most extensive information available on business planning. The text also includes a complete sample business plan.

- Updated Chapter Opening Vignettes highlight how entrepreneurs approach small business opportunities and challenges. New topics and entrepreneurs include Tom Szaky of TerraCycle; Philip Rosedale of Linden Labs; Carmen Webber and Carmia Marshall of Sistahs of Harlem; and Peter Van Stold, CEO of Jones Soda.
- Profile in Entrepreneurship features introduce the people behind some of today’s most interesting and innovative businesses. Profiles include George Schenk, founder of the Flatbread Company; Gary and Meg Hirshberg, co-founders of Stonyfield Farms; and Fred DeLuca of Subway. Fifty-percent of the profiles are supplemented by videos.
- Updated What Would You Do? exercises provide opportunities for students to think critically and consider how to apply chapter concepts in a real-world context. Highlights include a look at Kenny Lao’s decision to feature signature dumplings in his New York City Rickshaw Dumpling Bar, and how to develop an integrated marketing strategy.

Supplements
HM ManagementSPACE Instructor Website • Online Instructor’s Resource Manual • HM ManagementSPACE with Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • DVD • HM ManagementSPACE Student Website • GoVenture Small Business Simulation • GoVenture Entrepreneur Simulation

Brief Contents
I. The Challenge
Small Business: An Overview • Small Business Management, Entrepreneurship, and Ownership

II. Planning in Small Business
Social Responsibility, Ethics, and Strategic Planning • The Business Plan

III. Early Decisions
Franchising • Taking Over an Existing Business • Starting a New Business

IV. Financial and Legal Management
Accounting Records and Financial Statements • Small Business Finance • The Legal Environment

V. Marketing the Product or Service

VI. Managing Small Business
International Small Business • Professional Small Business Management • Human Resource Management • Operations Management
This leading strategy text presents the complexities of strategic management through up-to-date scholarship and hands-on applications. The Eighth Edition of Strategic Management features an increased emphasis on the concept of the "business model" as a way of framing the issues of competitive advantage. The high-quality case study program has been expanded to 34 cases covering small, medium, and large companies of varying backgrounds. All cases are available in the main student text, the core case text, and now in a customizable casebook that instructors can create via the HMXChange Case Database.

- **Expanded!** The library of case studies now totals 34 and features small, medium, and large companies, both domestic and international.
- **The Micromatic online strategic management simulation offers a complete capstone business experience for today's learners. Its intuitive, flexible interface features professional graphics, while a wealth of tools for analysis, forecasting, reporting, and communication enhance the ease-of-use for students and instructors alike.
- **Outstanding pedagogical features include Chapter Summaries, Discussion Questions, Small Group Exercises, group Strategic Management Projects, and Closing Case Studies.**

**Supplements**
- HM ManagementSPACE Instructor Website • Online Instructor’s Resource Manual • HM ManagementSPACE with Eduspace • HM ManagementSPACE with Blackboard/WebCT Cartridge • DVD • HM ManagementSPACE Student Website • Multimedia eBook available with HM ManagementSPACE with Eduspace • Micromatic Online Simulation

**Brief Contents**

I. Introduction to Strategic Management

II. The Nature of Competitive Advantage
- Internal Analysis: Distinctive Competencies, Competitive Advantage, and Profitability • Building Competitive Advantage Through Functional-Level Strategy

III. Strategies
- Building Competitive Advantage Though Business-Level Strategy • Business-Level Strategy and the Industry Environment • Strategy and Technology • Strategy in the Global Environment • Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing • Corporate-Level Strategy: Formulating and Implementing Related and Unrelated Diversification

IV. Implementing Strategy
- Corporate Performance, Governance, and Business Ethics • Implementing Strategy in Companies That Compete in a Single Industry • Implementing Strategy in Companies That Compete Across Industries and Countries

V. Cases in Strategic Management

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Essentials of Strategic Management

Charles W. L. Hill, University of Washington
Gareth R. Jones, Texas A&M University

©2008 • 244 Pages • Paperback • 978-0-618-60536-1

college.hmco.com/pic/hillessentials

Essentials of Strategic Management is a brief version of the authors’ market-leading text. The Essentials text follows the same framework as the larger book, helping students to identify and focus on core concepts in the field in a more concise, streamlined format. Based on real-world practices and current thinking, the text’s presentation of strategic management features an increased emphasis on the “business model” concept as a way of framing the issues of competitive advantage.

• Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics including corporate performance, governance, strategic leadership, technology, and business ethics.

• Strategy in Action boxes examine how the management theory covered in the text can be applied to real-world situations.

• The semester-long Strategic Management Project asks students to select a company and provide an analysis based on a series of questions provided at the end of every chapter.

Supplements
Instructor Website • Online Instructor’s Resource Manual • Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • DVD • Student Website • Micromatic Online Simulation

Brief Contents
Introduction to Strategic Management • The Strategy-Making Process • Stakeholders, the Mission, Governance, and Business Ethics • The Nature of Competitive Advantage • External Analysis: The Identification of Opportunities and Threats • Building Competitive Advantage • Building and Sustaining Long-Run Competitive Advantage • Business-Level Strategy and Competitive Positioning • Strategy in the Global Environment • Corporate-Level Strategy and Long-Run Profitability • Strategy Implementation • Strategic Change: Implementing Strategies to Build and Develop a Company • Cases in Strategic Management

Fundamentals of Strategic Management

Raghavan Parthasarthy, City University of New York, Baruch College

©2007 • 278 Pages • Paperback • 978-0-618-42759-8

college.hmco.com/pic/parthasarthy1e

Fundamentals of Strategic Management emphasizes strategy in action, exposing students to real-world examples, practical applications, and strategic theory. The author poses a central question—“What makes a business successful?”—to form the basis of discussion for each chapter.

• Strategy in Practice boxes highlight real-world examples of successful initiatives employed by organizations such as Intel and Colgate-Palmolive, as well as the challenges encountered by companies such as Levi Strauss and Sears.

• Throughout the text, models and diagrams reinforce the author’s “strategy in action” approach and provide a visual representation of key concepts.

Supplements
Instructor Website • PowerPoint Slides • Instructor’s Resource Manual with Test Bank • HM ClassPrep with HM Testing (Powered by Diploma™) • Videos • Student Website • Micromatic Online Simulation

Brief Contents
Leadership: Research Findings, Practice, and Skills

Fifth Edition

Andrew J. DuBrin, Rochester Institute of Technology
©2007 • 518 Pages • Paperback • 978-0-618-62328-0
college.hmco.com/pic/dubrin5e

Leadership takes a practical, skill-building approach to teaching leadership, balancing theory with real-world applications. The Fifth Edition features self-assessment quizzes, role-play exercises, and discussion questions. Key updates include new opening vignettes and end-of-chapter cases and one additional Skill-Building Exercise per chapter.

- The pedagogy includes opening vignettes spotlighting companies such as Deloitte & Touche and Colgate-Palmolive, as well as new quizzes, exercises, and end-of-chapter cases.
- Highlights of the Fifth Edition include new research, cases, and hands-on work for students, plus more examples of leaders and leadership styles in lower-level, small business, and not-for-profit organizations.

Supplements
Instructor Website • Online Instructor’s Resource Manual • Transparencies • PowerPoint Slides • Video • CRS Content • Blackboard/WebCT Cartridge • HM ClassPrep with HM Testing (Powered by Diploma™) • Student Website

Brief Contents
The Nature and Importance of Leadership • Traits, Motives, and Characteristics of Leaders • Charismatic and Transformational Leadership • Leadership Behaviors, Attitudes, and Styles • Contingency and Situational Leadership • Leadership Ethics and Social Responsibility • Power, Politics, and Leadership • Influence Tactics of Leaders • Developing Teamwork • Motivation and Coaching Skills • Creativity, Innovation, and Leadership • Communication and Conflict Resolution Skills • Strategic Leadership and Knowledge Management • International and Culturally Diverse Aspects of Leadership • Leadership Development and Succession

International Management: Strategic Opportunities and Cultural Challenges

Third Edition

Dean B. McFarlin, University of Dayton
Paul D. Sweeney, University of Dayton
©2006 • 531 Pages • Hardcover • 978-0-618-51983-5

ternational Management gives students a global perspective on the process of hiring, training, and developing employees, as well as strategic decision making in relation to foreign markets.

Questions, case studies, examples of creative problem solving, and testimonials from real-world managers operating in the international arena are just a few of the tactics the authors use to help students begin to think about applied theory on a global level.

- Tapping into the Global Network features at end of each chapter provide substantive assignments with a strong web component.
- International Challenges open each chapter with a real problem facing an international manager or company. These problems are directly connected to the content of each chapter.
- A full-color insert with maps and data from the World Bank Atlas helps to give students a broad snapshot of the world of business.

Supplements
Instructor Website • HM Testing (Powered by Diploma™) • Videos • Instructor’s Resource Manual with Test Bank • Student Website

Brief Contents

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Management Resources

HM ManagementSPACE™ encompasses the interactive online products and services integrated with Houghton Mifflin textbook programs. Students and instructors can access HM ManagementSPACE content through text-specific Student and Instructor Websites and via online learning platforms, including Eduspace, Houghton Mifflin’s online Course Management System, and Blackboard/WebCT cartridges.

For Instructors
Instructors can access HM ManagementSPACE content at any time via the Internet. Instructor resources include:

- Instructor’s Resource Manuals
- PowerPoint slides
- Classroom Response System content
- DVD Guides
- Sample syllabi
- Live newsfeeds and HM NewsNow powered by The Associated Press

For Students
Students can access HM ManagementSPACE content at any time via the Internet. Students benefit from tools that help them prepare for class, study for quizzes and exams, and improve their grades. Resources include:

- ACE self-tests
- Learning objectives
- Outlines
- Chapter summaries
- Searchable glossaries
- Interactive flashcards
- Interactive games
- Career Snapshots
- Visual glossaries
- Audio chapter summaries and quizzes
- Live newsfeeds and HM NewsNow powered by The Associated Press

Some material may be passkey-protected.
Some resources may be text-specific.
HM ManagementSPACE with Eduspace, Houghton Mifflin's Course Management System, offers instructors a flexible, interactive online platform to help communicate with students, organize material, evaluate student work, and track results.

In addition to accessing HM ManagementSPACE Instructor Website content, instructors using Eduspace can:
- Assign auto-graded homework exercises, quizzes, tests, and tutorials
- Add or modify content and supplemental study materials
- Keep current with Eduspace's powerful gradebook

In addition to the HM ManagementSPACE Student Website content, students using Eduspace can access:
- Multimedia eBooks with embedded links, highlighting tools and notes features
- Online homework
- Downloadable MP3 audio chapter reviews, summaries, and quizzes

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
New Expanded Content Modules for Business, Marketing, and Management
Supplement your text program and encourage in-depth discussions of hot topics with Houghton Mifflin Expanded Content Modules. Use these modules to introduce your students to Sports, Event, and eWord-of-Mouth Marketing, Management concepts, and more.

Classroom Response System (Clicker) Content
Using state-of-the-art wireless technology and text-specific content, a classroom response system (CRS) provides a convenient and inexpensive way to gauge student comprehension, deliver quizzes or exams, and provide “on-the-spot” assessment. Content available at the Instructor Website includes multiple-choice questions customized for reviewing key content in the student text. Instructors can also edit these questions or create their own.

Blackboard/WebCT Cartridge
These course management tools are ideal for instructors who want to create and customize online materials for use in distance learning or as a supplement to traditional classes.

HM Testing (Powered by Diploma™)
HM Testing provides instructors with all the tools they need to create, author/edit, customize, and deliver multiple types of tests. Instructors can import questions directly from the test bank, create their own questions, or edit existing questions, all within Diploma’s powerful electronic platform.

GoVenture: Live the Life of an Entrepreneur Simulation CD
Over 6,000 graphics, audio, and interactive video—in a virtual 3D setting—completely immerse students in the challenge of operating a successful small business. A student’s success can be measured by various factors during the scenario, including profitability, market share, employee morale, and customer satisfaction.

Micromatic Online Simulation
This web-based management simulation offers students a complete business experience. Micromatic challenges students to analyze market trends in order to make business decisions related to marketing, operations, and finance. Students enter their decisions for processing, then analyze the results to make adjustments for the next round of decisions.

GoVenture Small Business Simulation
This realistic business simulation recreates the day-to-day experiences involved in starting and running a small business. Like a flight simulator for business, GoVenture Small Business allows students to assume the role of founder and CEO of their own virtual businesses, complete with realistic situations and problems.

HMXChange Business Case Database
With Houghton Mifflin’s HMXChange Business Case Database, customizing a casebook is quick and easy—and saves valuable time. This online resource allows business instructors to assemble, maintain, and update casebooks from the comfort of their home or office. The result is a printed casebook tailored to meet specific course goals.
For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Foundations of Marketing

Third Edition  •  978-0-618-96821-3

William M. Pride, Texas A&M University
O.C. Ferrell, University of New Mexico

©2009  •  544 Pages  •  Paperback  •  978-0-618097337-8

ALSO AVAILABLE

Foundations of Marketing Online

Third Edition  •  978-0-618-96821-3

college.hmco.com/pic/prideferrellexpress

New! Foundations of Marketing, 3/e is a brief version of the market-leading Pride/Ferrell principles of marketing text. The text program is designed to accommodate shorter class schedules and courses with substantial projects, simulations, cases, or outside readings.

In addition to a well-respected, distinguished author team, authoritative coverage, and comprehensive yet consolidated coverage, the Third Edition includes new advertisements, photos, and screen shots throughout the text; GlobalEdge features that pose questions about marketing in a global context and encourage online exploration; solid, traditional coverage of marketing’s 4Ps; and coverage of today’s “hot” marketing topics, including ethics, e-marketing, and customer relationship management.

New! Opening Vignettes feature companies and products familiar to students, such as Satellite Radio, Google, IKEA, Harley-Davidson, Starbucks, Napster, Hard Rock Café, and BMW’s Mini Coopers.

New! GlobalEdge features pose interesting questions about marketing beyond our borders and direct students online to conduct research.

New! Boxed features are strategically placed to emphasize chapter concepts and grab student interest. These new boxes read and look like magazine articles, and work to stimulate the imagination of the reader, while tying the chapter topic to a real world scenario. Examples of highlighted companies and brands include: Cereality, rock band Arctic Monkeys, Second Life, Apple’s iPod, Wicked (the musical), Netflix, and Microsoft’s xBox.

New! And Now, Back to… end-of-chapter features reintroduce the company profiled in the Opening Vignette and ask students to use chapter-specific content to answer questions about the company’s marketing practices.

A Video Case at the end of each chapter helps students understand the application of chapter concepts. Examples of companies highlighted in the cases are Travelocity, New Belgium Brewery, JetBlue, New Balance, REI, and Vail Resorts.

The Careers in Marketing Appendix introduces students to issues they will face when they are ready to enter the workforce.

The Interactive Marketing Plan allows students to follow a fictitious mountain bike company as they prepare to launch a new product.

New! To meet the needs of interactive learners, Foundations of Marketing Online, 3/e is available as a multimedia eBook. Priced at nearly half the standard retail price of a printed text, the six-month passkey subscription includes access to all the online and premium online content available with HM MarketingSPACE.

Supplements

HM MarketingSPACE Instructor Website • Online Instructor’s Resource Manual • Online Integrated Lecture Outline • PowerPoint Slides • Role-Play Exercises • CRS Content • Videos • HM Testing (Powered by Diploma™) •

HM MarketingSPACE Eduspace • HM MarketingSPACE Blackboard/WebCT Cartridge • HM MarketingSPACE Student Website • Premium Online Content • GoVenture Interactive Marketing Simulation • Interactive Marketing Plan

Brief Contents


Marketing Express

978-0-547-06003-3

Foundations, 3/e, is also available in a new condensed version—Marketing Express. This brief, full color contemporary textbook retails for $59.99 and includes passkey access to premium HM MarketingSPACE online content.

college.hmco.com/pic/prideferrellexpress
Marketing, 2008 Edition

William M. Pride, Texas A&M University
O.C. Ferrell, University of New Mexico

©2008 • 629 Pages • Library Edition: 978-0-618-79970-1 • Looseleaf: 978-0-618-79963-3 • Downloadable eBook: 978-0-618-88954-9

college.hmco.com/pic/prideferrellmarketing14e

Marketing’s text and its outstanding suite of supplements supplies students with the knowledge and decision-making skills needed to succeed in today’s competitive business environment.

Using topical issues including globalization, customer relationship management, supply chain management, and the latest e-commerce models, the authors connect marketing to students’ personal lives. The latest edition features current data and examples, new advertisements and photos, and a new design that lends a contemporary look and feel to the text. A range of electronic tools—from premium online study content to the GoVenture entrepreneur simulation—support students as they work toward mastery of marketing principles and applications.

- New! Chapter-opening vignettes highlight companies and organizations that capture the interest of both professors and students. Examples include Red Bull Energy Drink, Apple’s iPod, and rock band The Arctic Monkeys.

- New! Chapter 7, Global Marketing, features in-depth coverage and insight from Tomas Hult, director of the globalEDGE Marketing Group at Michigan State University. In addition, two chapter-ending GlobalEdge Exercises pose interesting questions about marketing beyond our borders, and direct readers online for further exploration.

- New! Two boxed features per chapter offer a glimpse into some of the unique challenges faced by marketers today. These new boxes read and look like magazine articles, and tie chapter topics to real-world scenarios. Topical examples include Yoga Mamas: Today’s Choosy Mothers; IAMS Aims at Pet Lovers; Boomers: Not Babies Anymore; and Stay Tuned: Nick has the Right Mix.

- New! Marketing Entrepreneur features highlight “alternative” entrepreneurs—children, college students, and artists, among others—demonstrating that anyone can be a marketing pioneer.

- Two chapter-ending cases help students understand and apply marketing concepts. The fully integrated Video Cases feature companies such as Life is Good and Travelocity, making the learning experience more engaging for students.

- An organizational model at the beginning of each part provides a visual “roadmap” of the text, enabling students to see the connections between chapters.

Supplements
Instructor Website • Online Instructor’s Resource Manual • Online Integrated Lecture Outline • PowerPoint Slides • Role-Play Exercises • CRS Content • Videos • HM Testing (Powered by Diploma™) • Eduspace with Multimedia eBook • Blackboard/WebCT Cartridge • Student Website • Premium Online Content • GoVenture Interactive Marketing Simulation

Brief Contents
I. Marketing Strategy and Customer Relationships
   An Overview of Strategic Marketing • Planning, Implementing, and Controlling Marketing Strategies

II. Environmental Forces, Social Responsibility, and Ethics
   The Marketing Environment • Social Responsibility and Ethics in Marketing

III. Markets and Customer Behavior
   Consumer Buying Behavior • Business Markets and Buying Behavior • Reaching Global Markets

IV. Using Technology, Information, and Target Market Analysis
   E-Marketing and Customer Relationship Management • Marketing Research and Information Systems • Target Markets: Segmentation, Evaluation, and Positioning

V. Product Decisions
   Product Concepts • Developing and Managing Products • Branding and Packaging • Services Marketing

VI. Distribution Decisions
   Marketing Channels and Supply Chain Management • Wholesaling and Physical Distribution • Retailing and Direct Marketing

VII. Promotion Decisions
   Integrated Marketing Communications • Advertising and Public Relations • Personal Selling and Sales Promotion

VIII. Pricing Decisions
   Pricing Concepts • Setting Prices

Appendices
Careers in Marketing • Financial Analysis in Marketing • Sample Marketing Plan

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Interactive Services Marketing

Third Edition

Raymond P. Fisk, Texas State University, San Marcos
Stephen J. Grove, Clemson University
Joby John, Bentley College

©2008 • 276 Pages • Paperback • 978-0-618-64180-2

college.hmco.com/pic/fisk3e

Interactive Services Marketing covers the essentials of services marketing—with particular emphasis on the theater model and the impact of technology. The text features a dynamic approach to human interactions—both in face-to-face communication and in connections through technology.

The Third Edition focuses on interactions in service environments. The concise text is fully supported by a robust web site, enabling instructors to reinforce the emphasis on technology and allowing students to interact with both the printed text and online material.

- **New!** Two-to-three Spotlight features per chapter engage students with an interesting variety of subjects and scenarios. Examples include stage actors who help to train doctors, services provided at the Ritz-Carlton, and employees at eBay drop-off stores.

- The theater model places the concept of services in the context of a stage production. This model likens service workers to actors, the customer to the audience, the business organization to the backstage, and the service environment to the stage where the performance unfolds. This student-friendly metaphor describes the service experience in familiar, easy-to-understand terms.

- Part openers explain how section concepts relate to services marketing. Each of these vignettes includes an overview, a model illustrating the organization of the section, and brief chapter outlines.

- The Careers in Services Appendix at the back of the book provides examples of career options in the services industry and resources for additional information. An interactive version of the appendix is available online.

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**Supplements**

Instructor Website • Online Instructor's Resource Manual • PowerPoint Slides • HM Testing (Powered by Diploma™) • Student Website

**Brief Contents**

I. Understanding Services Marketing
Vignette: The Weather Channel: The Public’s Eye on the Sky • Grasping the Uniqueness of Services Marketing • Frameworks for Managing the Customer’s Experience • Plugging into the Information Age

II. Creating the Interactive Experience
Vignette: Louvre Museum • Planning and Producing the Service Performance • Designing the Service Setting • Leveraging the People Factor • Managing the Customer Mix

III. Promising the Interactive Service Experience

IV. Delivering and Ensuring a Successful Customer Experience
Vignette: “Shoppertainment”: Creating and Delivering the Customer Experience • Building Customer Loyalty Through Service Quality—Delivering Service Quality and Guaranteeing Services • Regaining Customer Confidence Through Customer Service and Recovery • Researching Service Success and Failure

V. Management Issues in Services Marketing
Vignette: Offshoring Services: TATA Consultancy Services • Developing Marketing Strategies for Services • Coping with Fluctuating Demand for Services • Thinking Globally: “It's a Small World After All”

Appendix: Careers in Services
Sales Management: Building Customer Relationships and Partnerships

Joe Hair, Kennesaw State University
Rolph Anderson, Drexel University
Barry Babin, Louisiana Tech University
Rajiv Mehta, New Jersey Institute of Technology
©2009 • 576 Pages • Hardcover • 978-0-618-72101-6

college.hmco.com/pic/hair1e

Sales Management: Building Customer Relationships and Partnerships is designed to cover all of the basic topics in sales management while emphasizing customer loyalty, customer relationship management, and the effects of technology on the sales function. The text reflects current trends—including advances in telecommunications technology and managing sales people across multiple channels—and is designed to prepare students for the additional management responsibilities they are likely to encounter in the real world.

- **Learning Objectives** for each chapter reflect chapter organization and structure, providing students with a way to map content and focus learning. Review and Application questions at the end of the chapter are organized according to these objectives, giving students an opportunity to review and apply chapter material.

- **Inside Sales Management** opening profiles feature real sales managers who provide their own on-the-job perspectives on successful selling and sales management strategies.

- **Sales Management in Action** boxes demonstrate how real-world companies are implementing the latest sales concepts and practices.

- **Internet Exercises** prompt students to explore online resources available to sales people and sales managers.

- **Role Play** exercises allow students to experience typical real-world challenges and actively develop their on-the-spot decision-making and communication skills.

- **In-Basket** exercises place students in the role of sales managers, helping them to develop and use critical thinking to solve realistic and challenging problems.

- **Ethical Dilemma** exercises strengthen students’ awareness of ethical issues and their ability to handle difficult situations.

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**Supplements**

HM MarketingSPACE Instructor Website • Online Instructor’s Resource Manual • PowerPoint Slides • CRS Content • HM MarketingSPACE with Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • HM MarketingSPACE Student Website

**Brief Contents**

I. Twenty-First Century Sales Force Management
   - Introduction to Sales Management and Its Evolving Roles
   - Managing Ethics in a Sales Environment
   - Customer Relationship Management and Building Partnerships
   - The Selling Process

II. Organizing and Developing the Sales Force
   - Sales Forecasting and Budgeting
   - Sales Force Planning and Organizing
   - Time and Territory Management
   - Recruiting and Selecting the Sales Force

III. Managing and Directing Sales Force Efforts
   - Training the Sales Force
   - Sales Force Leadership
   - Sales Force Motivation
   - Sales Force Compensation

IV. Controlling and Evaluating Sales Force Performance
   - Sales Volume, Costs, and Profitability Analysis
   - Sales Force Performance Evaluation

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Consumer Behavior

Fourth Edition

Wayne D. Hoyer, University of Texas at Austin
Deborah J. MacInnis, University of Southern California
©2007 • 531 Pages • Hardcover • 978-0-618-64372-1

Hoyer and MacInnis provide students with an accessible and topical introduction to consumer behavior. A broad conceptual model helps students see how all chapter topics tie together and how real-world examples reinforce each concept and theoretical principle under review. The text also focuses on the implications of consumer behavior research for marketers.

Updated to reflect the most recent research and examples, the Fourth Edition features streamlined content and organization—reduced from 21 to 20 chapters—as well as a new interior design and new photos and advertisements.

- The chapters on culture include recent developments in academic research, such as new information about the values that characterize Western culture. Consolidated and streamlined coverage also includes privacy, social class influences, household consumption, demographics, and diversity.
- Coverage includes an examination of AMA’s new definition of marketing, consumer behavior as related to environmental issues (such as recycling), the effects of memory and retrieval, and word-of-mouth communication, among others.

Supplements
Instructor Website • Online Instructor’s Resource Manual • PowerPoint Slides • Blackboard/WebCT Cartridge • HM Testing (Powered by Diploma™) • Videos • Student Website

Brief Contents
I. An Introduction to Consumer Behavior
II. The Psychological Core
III. The Process of Making Decisions
IV. The Consumer’s Culture
V. Consumer Behavior Outcomes
VI. Consumer Welfare

Personal Selling: Building Customer Relationships and Partnerships

Second Edition

Rolph Anderson, Drexel University
Alan Dubinsky, Purdue University
Rajiv Mehta, New Jersey Institute of Technology
©2007 • 497 Pages • Hardcover • 978-0-618-64570-1

Personal Selling focuses exclusively on professional business-to-business selling rather than retail selling. Early introduction of the Personal Selling Process (PSP) engages students from the beginning with tools for converting prospects into customers. Strategies for achieving long-term customer loyalty underscore how attracting, cultivating, and retaining satisfied customers leads to higher profitability for salespeople and their organizations.

- Personal Profiles focus on salespeople from diverse backgrounds demonstrating that there is no stereotypical profile of a successful salesperson. Five of the profiles are new to this edition and include interviews with representatives from Beiersdorf, DHL, and Samsung.
- The Second Edition features a colorful, contemporary design and photographs in every chapter, as well as five icons that signal the following pedagogical features: On the Frontlines, It’s Up to You, From the Command Post, Keeping Up Online, and enhanced Online Content.
- All chapters conclude with a set of key terms, chapter review questions, topics for thought and class discussion, new role-play exercises, new Internet research exercises, projects for personal growth, and a case. An additional case is found online.

Supplements
Instructor Website • Online Instructor’s Resource Manual • PowerPoint Slides • HM ClassPrep with HM Testing (Powered by Diploma™) • Videos • Student Website

Brief Contents
I. Overview of Personal Selling
II. The Personal Selling Process
III. Understanding and Communicating with Customers
IV. Achieving Success in Personal Selling

Faculty Services Center: 800-733-1717 x4011
Marketing Research

Second Edition

A. Parasuraman, University of Miami
Dhruv Grewal, Babson College
R. Krishnan, University of Miami

©2007 • 638 Pages • Hardcover • 978-0-618-66063-6
college.hmco.com/pic/parasuraman2e

Marketing Research offers undergraduate and MBA students a compelling introduction to the field with extensive use of global, technology, service, and small business examples. Distinctive features include integrated coverage of technology tools and statistical analysis, current research, and a strong focus on strategy.

The Second Edition features an appealing design and open layout, making an often challenging subject more engaging for students. Through current examples and cases, students gain an understanding of the role of marketing research in the business world.

- **Case in Point** sections appear after the introduction of each major topic to reinforce key information with detailed examples. New cases include Amazon.com and McDonald’s.
- **Research in Use** boxes provide a variety of real-world examples—often featuring offbeat or unique scenarios.

**Supplements**
Instructor Website • Online Instructor’s Resource Manual • PowerPoint Slides • Online Instructor’s Resource Manual with Test Items • PowerPoint Slides • HM Testing (Powered by Diploma™) • Student Website • SPSS Software • SurveyZ Student Passkey

**Brief Contents**
Introduction to Marketing Research • The Nature and Scope of Marketing Research • The Marketing Research Process • Types of Marketing Research • Data Collection: Types and Methods • Secondary Data • Using Geographic Information Systems for Marketing Research • Primary-Data Collection • Qualitative Research • Experimentation in Marketing Research • Data Collection: Measurement Instruments and Sampling • Measurement and Scaling • Questionnaire Design • Sampling Foundations • Data Analysis • Quality Control and Initial Analysis of Data • Hypothesis Testing • Examining Associations: Correlation and Regression • Overview of Other Multivariate Techniques • Communicating with Research Users • Presenting Research Results

Internet Marketing: Foundations and Applications

Second Edition

Carolyn F. Siegel, Eastern Kentucky University

©2006 • 386 Pages • Hardcover • 978-0-618-51999-6

Siegel offers a comprehensive textbook—complemented by extensive online support—for the fastest growing section of the curriculum across the country. Complete integration of print and web components allows the accompanying site to act as an extension of the text. Interactive cases, project-based activities, and new content is regularly updated by the author.

- Content highlights include extensive coverage of B2C (Business to Consumer) and B2B (Business to Business) marketing models, with many examples.
- Discussion of how to implement a Web marketing plan includes the creation and design of content.

**Supplements**
Instructor Website • Online Instructor’s Resource Manual with Test Items • PowerPoint Slides • HM Testing (Powered by Diploma™) • Student Website

**Brief Contents**
An Introduction to the Internet and the Environment of Internet Marketing • A Marketing Perspective in the Internet Age • Internet Fundamentals: Operations, Management, the Web, and Wireless • Identifying Internet Users • Taking Marketing to the Net • Legal and Ethical Issues: Privacy and Security Concerns • Taking Internet Marketing International • Information for Competitive Marketing Advantage • Taking Marketing Research to the Net • Using Data Tools to Enhance Performance • The Internet Marketing Mix • Product in the Internet Marketing Mix • Price in the Internet Marketing Mix • Place in the Internet Marketing Mix • Promotion in the Internet Marketing Mix • Internet Marketing Action Plans • The Web Marketing Plan • Marketing Site Development: Content, Design, and Construction

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Global Marketing: An Interactive Approach

Second Edition

Kate Gillespie, University of Texas, Austin
Jean-Pierre Jeannet, Babson College and International Institute for Management Development, Switzerland
H. David Hennessey, Babson College and Ashridge Management College, United Kingdom

©2007 • 619 Pages • Hardcover • 978-0-618-65953-1

college.hmco.com/pic/gillespie2e

This concise text covers the essential concepts of global marketing with the aid of extensive real-life examples and cases. Global Marketing offers balanced coverage of developed and developing markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East.

The Second Edition features comprehensive coverage of current topics based on the authors’ extensive research and consulting experience. An early introduction to culture and marketing prepares students to integrate cultural analysis throughout the course. A chapter dedicated to the understanding of global and local competitors sets the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global market.

• A student-friendly, four-color design features up-to-date photographs, maps, and advertisements that engage students in the material.
• Each chapter includes up to three brief cases that challenge students to further apply chapter concepts. Cases new to the Second Edition include Textile Trauma, The Global Baby Bust, and The New Cola Wars.
• Updated coverage of evolving issues in global marketing includes insights and frameworks from recent academic and consulting research. Coverage of new topics concerns global brands, outsourcing, consumer animosity, and social versus commercial global marketing.

Supplements
Instructor Website • Instructor’s Resource Manual with Test Bank • Videos • HM Testing (Powered by Diploma™) • Student Website

Brief Contents
Introduction to Global Marketing • Understanding the Global Marketing Environment • The Global Economy • Cultural and Social Forces • Political and Regulatory Climate • Analyzing Global Opportunities • Global Markets • Global Competitors • Global Marketing Research • Developing Global Participation Strategies • Global Market Participation • Global Market Entry Strategies • Designing Global Marketing Programs • Global Product Strategies • Global Strategies for Services, Brands, and Social Marketing • Pricing for International and Global Markets • Managing Global Distribution Channels • Global Promotion Strategies • Managing Global Advertising • Managing the Global Marketing Effort • Organizing for Global Marketing

Global Marketing Strategies

Sixth Edition

Jeannet • Hennessey

©2004 • 613 Pages • Hardcover • 978-0-618-31192-7

Supplements
Instructor Website • Instructor’s Resource Manual with Test Bank • Videos • HM Testing (Powered by Diploma™) • Student Website

Retailing: Integrated Retail Management

James Ogden, Kutztown University
Denise Ogden, Pennsylvania State University

©2005 • 511 Pages • Hardcover • 978-0-618-22345-9

This undergraduate-level text provides a cohesive introduction to the elements essential for effective retail management: accounting, finance, management, information technology, and marketing. The integrated retail management approach helps students to see the “big picture” by drawing together the activities involved in retailing, and illustrating how key concepts relate to one another through real-world examples.

• Cases (one per chapter) range in length and focus by covering small, medium, and large retailers, such as Best Buy, Guilford Home Furnishings, and The Container Store.
• A flowchart at the beginning of every chapter reinforces the authors’ integrated retail management framework and helps students visualize the larger scale and flow of operations at a typical retail establishment.

Supplements
Instructor Website • HM Testing (Powered by Diploma™) • Videos • Instructor’s Resource Manual (Print) • Student Website • HM eStudy CD

Brief Contents
Introduction to Retailing • The World of Retailing • Customer Value, Services, and Retailing Technologies • Effective Retail Strategies • An Overview of the Retail Planning and Management Process • The Retail Environment: A Situational and Competitive Analysis • Evaluation and Identification of Retail Customers • Internal Planning and Management • Retailing Information Systems and Research • Selecting the Appropriate Market and Location • Financial Aspects of Operations Management • Merchandise Buying and Handling • Human Resource Management • Retail Tactics, Laws, and Ethics • Pricing in Retailing • Developing an Effective Integrated Marketing Communications Mix • Customer Service in Retailing • Laws and Ethics • Diversity and Trends in Retailing
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HM MarketingSPACE™ encompasses the interactive online products and services integrated with Houghton Mifflin textbook programs. Students and instructors can access HM MarketingSPACE content through text-specific Student and Instructor Websites and via online learning platforms, including Eduspace, Houghton Mifflin’s online Course Marketing System, and Blackboard/WebCT cartridges.

For Instructors
Instructors can access HM MarketingSPACE content at any time via the Internet. Resources include:

- Sample syllabi
- Downloadable text files from the Instructor’s Resource Manual
- Role-play exercises
- Premium PowerPoint slides
- CRS (Clicker) content
- Suggested answers to questions posed on the student website
- A downloadable game, Who Wants to Be an “A” Student?
- Live newsfeeds and HM Interactives powered by The Associated Press.

For Students
Students can access HM MarketingSPACE content at any time via the Internet. Students benefit from tools that help them prepare for class, study for quizzes and exams, and improve their grades. Resources include:

- Downloadable MP3 chapter summaries and reviews
- ACE Self-Tests
- Interactive Marketing Plan
- Interactive Flash Tutorials
- Flashcards
- Ready Notes
- Study Aids
- Company Links
- Live newsfeeds and HM Interactives powered by The Associated Press

Some material may be passkey-protected.
Some resources may be text-specific.
HM MarketingSPACE with Eduspace, Houghton Mifflin’s Course Management System, offers instructors a flexible, interactive online platform to help communicate with students, organize material, evaluate student work, and track results.

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- Assign auto-graded homework exercises, quizzes, tests, and tutorials
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- Keep current with Eduspace’s powerful gradebook

In addition to the HM MarketingSPACE Student Website content, students using Eduspace can access:

- Multimedia eBooks with embedded links, highlighting tools and notes features
- Online homework
- Downloadable MP3 audio chapter reviews, summaries, and quizzes

For complete tables of contents and supplement descriptions, visit business.college.hmco.com
Principles of Economics

NEW EDITION!
Economics, 6/e
Taylor • Weerapana ➤ 45

NEW EDITION!
Principles of Macroeconomics, 6/e
Taylor • Weerapana ➤ 45

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Principles of Microeconomics, 6/e
Taylor • Weerapana ➤ 45

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Boyes • Melvin ➤ 46

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Microeconomics, 7/e
Boyes • Melvin ➤ 46

Managerial Economics

The New Managerial Economics
Boyes ➤ 48

Money and Banking

Money and Banking
Croushore ➤ 49

Research

Doing Economics
Greenlaw ➤ 49

Environmental Economics

Environmental and Natural Resource Economics
Harris ➤ 50

General Resources

NEW EDITION!
Economics for Life, 2/e
Madariaga ➤ 50

Economics Resources

Economics Resources ➤ 51

NEW!
HM EconSPACE ➤ 52

NEW!
HM EconSPACE with Eduspace ➤ 53
A new threaded example—the fluctuating price of gasoline—has been added to Chapter 2 to describe an economic event, including the contributing factors and how an economic event affects consumer behavior.

The section on macroeconomics has been updated to address the economic developments of the last 25 years, including both the rapid growth of China and India and the growth and stabilization of the U.S. economy.

Fully-updated domestic policy discussions cover the growing U.S. budget deficit, the ongoing economic impact of the Volcker Disinflation of the 1980s, and the challenges faced by fiscal policy due to rapid growth of unfunded entitlements, such as Social Security and Medicare.

New examples have been added that draw on Taylor’s experience as Undersecretary of the Treasury for International Affairs, including discussions of the history of money and of the new Millennium Challenge Corporation (MCC) program, through which the U.S. gives assistance to less developed countries.

Chapter 31, Transition Economies, has been eliminated and Chapter 30, International Trade Policy, is the new capstone chapter.
The text features a unique pedagogical framework built to improve student comprehension and performance. **Fundamental Questions** focus readers on the key issues in each chapter; these topics are reinforced in chapter-ending **Summaries** and in the supplements. The in-text referencing system—also keyed to the supplements—provides an opportunity for easy review of topics.

In **Microeconomics**, the Elasticity chapter has been streamlined with calculations of arc and point elasticities reassigned to a chapter appendix—coverage of behavioral economics and neuroeconomics has been added.

In **Macroeconomics**, the Seventh Edition provides a more focused discussion of the balance of payment; an updated description of the money supply, which reflects the Federal Reserve’s decision to stop publishing M3 data; and a new discussion on the reduction in output volatility.

**Supplements**
- Instructor Website • Instructor’s Resource Manual • Premium PowerPoint Slides • CRS Content • Eduspace • HM Testing (Powered by Diploma™) • Aplia Online Learning Platform • Nightly Business Report Videos • Test Bank (Print) • Student Website • Premium Online Content • SMARTTHINKING™ • Study Guide (Print)

**Brief Contents**

I. Introduction to the Price System
- Economics: The World Around You • Appendix: Working with Graphs • Choice, Opportunity Costs, and Specialization • Markets, Demand and Supply, and the Price System • The Market System and the Private Sector • The Public Sector

II. Macroeconomic Basics
- National Income Accounting • An Introduction to the Foreign Exchange Market and the Balance of Payments • Unemployment and Inflation • Macroeconomic Equilibrium: Aggregate Demand and Supply • Aggregate Expenditures • Appendix: An Algebraic Model of Aggregate Expenditures • Income and Expenditures Equilibrium • Appendix: An Algebraic Model of Income and Expenditures Equilibrium

III. Macroeconomic Policy
- Fiscal Policy • Appendix: An Algebraic Examination of the Balanced-Budget Change in Fiscal Policy • Money and Banking • Monetary Policy • Macroeconomic Policy: Tradeoffs, Expectations, Credibility, and Sources of Business Cycles • Macroeconomic Viewpoints: New Keynesian, Monetarist, and New Classical

IV. Economic Growth and Development
- Economic Growth • Development Economics • Globalization

V. Product Market Basics
- Elasticity: Demand and Supply • Consumer Choice • Appendix: Indifference Analysis • Supply: The Costs of Doing Business

VI. Product Markets
- Profit Maximization • Perfect Competition • Monopoly • Monopolistic Competition and Oligopoly • Antitrust and Regulation • Government and Market Failure

VII. Resource Markets
- Resource Markets • The Labor Market • Financial Markets: Institutions and Recent Events • The Land Market and Natural Resources • Aging, Social Security, and Health Care • Income Distribution, Poverty, and Government Policy

VIII. Issues in International Trade and Finance
- World Trade Equilibrium • International Trade Restrictions • Exchange Rates and Financial Links Between Countries
Fundamentals of Economics

Fourth Edition

William Boyes, Arizona State University
Michael Melvin, Arizona State University

©2009 • 464 Pages • Paperback • 978-0-618-99267-6

college.hmco.com/pic/boyesfund4e

Fundamentals of Economics is a concise but thorough survey of economics for instructors desiring a brief, practical text for a one-semester course. Each chapter focuses on core economic concepts and provides a link between theory and real-world relevance—emphasizing domestic and international applications and policy issues—making the content more meaningful for students.

The Fourth Edition provides a convenient, integrated learning experience by including a Study Guide after each chapter, which allows students to review key concepts and practice new skills before they go on to read the next chapter. Fundamental Questions at the beginning of each chapter preview key points, reappear next to the relevant in-text discussion, and form the basis of chapter-ending Summary sections. The design highlights these Fundamental Questions, making them easier to find within a chapter. Economic Insight and Global Business Insight boxes focus on the policies of today’s leaders and the business decisions of real companies and governments around the world, adding real-world relevance to the material.

• Examples in each chapter focus on the business decisions of actual, headline-making companies and discuss the economic policies of today’s world leaders. These examples are selected to demonstrate the relevance of the material to students’ lives.

• The supportive pedagogical framework that guides students through each chapter includes Fundamental Questions; end-of-chapter Summary sections; Now You Try It checkpoint questions; Recaps to break material into manageable segments; and end-of-chapter exercises that serve as self-checks for students and as homework assignment options for instructors.

• Online exercises provide students with opportunities to extend their understanding of the major concepts from each chapter. These exercises link students to real data and resources that help make the text more relevant to everyday life. Examples of these applications include a look at the Federal Trade Commission and the Equal Employment Opportunity Commission’s role in overseeing U.S. antidiscrimination laws.

• New! Principle content updates include a new focus on markets and market allocation in Chapter 2; discussion of such issues as changing tastes, illegal immigration, price floors, price ceilings, quotas, and bans in Chapter 3, “Applications of Demand and Supply”; a focus on the interactions of business, society, and the government rather than individual strategy in Chapter 7; and application of the issues from Chapter 7 to global warming and natural resources, illicit drugs, and discrimination in Chapter 8, “Social Issues.”

Supplements
HM EconSPACE Instructor Website • HM Testing (Powered by Diploma™) • HM EconSPACE Student Website • SMARTTHINKING

Brief Contents
I. The Price System
Economics and the World Around You • Appendix: Working with Graphs • Markets and the Market Process • Applications of Demand and Supply

II. Consumers, Firms, and Social Issues
The Firm and the Consumer • Costs and Profit Maximization • Competition • Business, Society, and the Government • Social Issues

III. The National and Global Economies
An Overview of the National and International Economies • Macroeconomic Measures • Unemployment, Inflation, and Business Cycles • Macroeconomic Equilibrium: Aggregate Demand and Supply • Fiscal Policy • Money and Banking

IV. Macroeconomic Policy
Monetary Policy • Macroeconomic Policy, Business Cycles, and Growth • Issues in International Trade and Finance • Globalization
The New Managerial Economics

William Boyes, Arizona State University

©2004 • 363 Pages • Hardcover • 978-0-395-82835-9

Boyes introduces non-majors to the power of economics in business decision making. The text’s intuitive approach clearly highlights how economics influences marketing, management, and other business-related decisions. In addition to traditional principles of price theory, Managerial Economics examines organizational behavior, strategic management, human resource management, and emerging issues such as game theory, TQM, and information economics.

Supplements
Instructor Website • HM ClassPrep with HM Testing CD • Student Website • SMARTTHINKING • Instructor’s Resource Manual (Print) • Test Bank (Print) • Study Guide (Print)

Brief Contents
I. Introduction and Foundation
Economics and Management • Exchange, Efficiency, and Markets • Performance • Appendix: Calculating Economic Profit

II. Seeking Competitive Advantage
Demand • Appendix: Consumer Behavior • Appendix: Market Research • Costs • Appendix: Costs and Production • Profit Maximization: Seeking Competitive Advantage • Appendix: Profit Maximization

III. Sustaining Competitive Advantage
Creating Barriers to Entry • Price Strategies • Appendix: Pricing Problems • The New Economy: Technological Change and Innovation • The Firm’s Architecture: Organization and Corporate Culture • Personnel and Compensation • Appendix: Productivity and Employee Compensation

IV. Analytic Problem-Solving Tools
Capital Allocation: Real Options • Strategic Behavior: The Theory of Games

V. Looking Outside the Firm
Globalization • Government and Business

VI. Putting It All Together
Strategy and Management
Money and Banking: A Policy-Oriented Approach

Dean Croushore, University of Richmond

©2007 • 588 Pages • Hardcover • 978-0-618-16125-6 • Downloadable eBook: 978-0-618-73916-5
college.hmco.com/pic/croushore1e

Combining a concise writing style with real-world applications, this innovative text takes a new approach to the money and banking course. Money and Banking examines the role the banking system plays in individual financial activities and considers the monetary policymaking that shapes the world’s financial system.

The text’s shorter, more focused approach addresses the modern framework of today’s financial system, in which both financial markets and banks play important roles. Designed to appeal to a range of learners, the pedagogical features include over 130 figures and 20 full-color photos and cartoons.

- The text’s focus on policy issues and data appeals to students who want to see how theories about money and financial markets play out in the real world—both in their own financial activities and on a larger, societal scale.
- As a former macroeconomics expert with the Philadelphia Federal Reserve, Croushore brings an insider’s perspective to the material, helping students understand the real-world complexities of economic policy.
- Carefully selected and tested by the author, the end-of-chapter problems include review, numerical, and analytical exercises.

Supplements
Instructor Website • Online Instructor’s Resource Manual • PowerPoint Slides • Classroom Response System Content • Eduspace • Blackboard/WebCT Cartridge • HM ClassPrep CD with HM Testing • Nightly Business Report Videos • Test Bank • Student Website • Study Guide

Brief Contents
Introduction to Money and Banking • Money and the Financial System • The Financial System and the Economy • Money and Payments • Present Value • The Structure of Interest Rates • Real Interest Rates • Stocks and Other Assets • Fundamentals of Banking • How Banks Work • Government’s Role in Banking • Macroeconomics • Economic Growth and Business Cycles • Modeling Money • The Aggregate-Demand/Aggregate-Supply Model • Modern Macroeconomic Models • Economic Interdependence • Monetary Policy • The Federal Reserve System • Monetary Control • Monetary Policy: Goals and Tradeoffs • Rules for Monetary Policy


Steven A. Greenlaw, University of Mary Washington

©2006 • 290 Pages • Spiralbound • 978-0-618-37983-5
college.hmco.com/pic/greenlaw2e

This handy reference text provides undergraduate students with a practical introduction to research methodology. Doing Economics makes students aware of what experienced researchers know implicitly: research is fundamentally a process of constructing persuasive arguments supported by theory and empirical evidence. As a result, students learn how to implement critical-reading, writing, and online research skills to produce valid and reliable research.

- Numerous examples (including scholarly writing and student samples) help to highlight what does and does not work in research.
- Boxes feature tips and guidelines for novice researchers on a variety of topics, including how to read research critically.
- End-of-chapter exercises provide unique activities and opportunities for students to apply what they have learned.

Supplements
Instructor Website • Student Website

Brief Contents
What Is Research? • Overview of the Research Process • Surveying the Existing Knowledge about a Topic • Using Writing as a Tool for Economic Research • Economic Writing/Writing as a Product • Critical Reading or How to Understand Published Research • Conceptualizing the Model • Locating and Collecting Economic Data • Putting Together Your Data Set • A First Look at Empirical Testing: Creating a Valid Research Design • Introduction to Econometrics • Communicating the Results of Economic Research

For complete tables of contents and supplement descriptions, visit economics.college.hmco.com
Environmental and Natural Resource Economics: A Contemporary Approach

Jonathan M. Harris, Tufts University

©2006 • 503 Pages • Hardcover • 978-0-618-49633-4

Environmental and Natural Resource Economics engages students in standard economic theory through the lens of environmental issues such as global climate change and overpopulation. This broad, balanced approach combines traditional microeconomic analysis with a detailed examination of macro-level ecological problems that require local, national, and global policy solutions.

The Second Edition includes new appendices, updated case studies, and the inclusion of current economic data. Numerous examples, graphs, key terms, and end-of-chapter questions help students review and assimilate core concepts.

Supplements
Instructor Website • Student Website

Brief Contents

Economics for Life: 101 Lessons You Can Use Every Day!

Bruce Madariaga, Montgomery College

©2008 • 154 Pages • Paperback • 978-0-618-99298-0

In addition to applications, this student-friendly text contains critiques of common economic fallacies, paradoxical economic results, and solutions to economic mysteries that are sure to interest students. Economics for Life helps students use economic concepts to better understand the world around them.

Brief Contents
I. Using Economics to Make Better Decisions
Make Better Personal Decisions
Make Better Business Decisions

II. Using Economics to Understand the World
Dispel Myths and Detect Bologna: Common Fallacies That Need Debunking
Solve Riddles and Mysteries: Why the World Is As It Is

III. Evaluate Public Policies: In Pursuit of a Happier World
Amazing Economic Statistics!

IV. Economics for Life: Final Thoughts and Next Steps
Appendices
Classroom Response System (Clicker) Content
Using state-of-the-art wireless technology and text-specific content, a Classroom Response System (CRS) provides a convenient and inexpensive way to gauge student comprehension, deliver quizzes or exams, and provide “on-the-spot” assessment. Ideal for any classroom, this customizable handheld response system complements any teaching style. As a testing platform, as an assessment tool, or simply as a way to increase interactivity in the classroom, a CRS system provides the technology instructors need to transform a lecture into a dynamic learning environment.

Blackboard/WebCT Cartridge
These course management tools are ideal for instructors who want to create and customize online materials for use in distance learning or as a supplement to traditional classes.

HM Testing (Powered by Diploma™)
HM Testing provides instructors with all the tools they need to create, author/edit, customize, and deliver multiple types of tests. Instructors can import questions directly from the test bank, create their own questions, or edit existing questions, all within Diploma’s powerful electronic platform.

Aplia Online Learning Platform
Founded in 2000 by Economist and professor Paul Romer in an effort to improve his own economics course, Aplia promotes teaching and learning by providing a rich online experience that gets students involved and provides instructors with the tools and support they need.

Nightly Business Report Videos
The Nightly Business Report video clips—offered in both DVD and VHS formats—provide instructors with a library of over 20 clips from the nightly news broadcast. These clips offer a dose of the real world that can enrich lectures or jump-start lively student discussions. Each segment ranges from two to four minutes in length, and covers such topics as business cycles and recessions, the Euro and exchange rates, the effects of a tax cut, supply and demand in the natural gas market, and globalization.

SMARTHINKING™ Online Tutoring
Houghton Mifflin’s unique partnership with SMARTHINKING brings Eduspace users real-time, online tutorial support when they need it most. This partnership offers students a range of tutorial services exclusively for students using Houghton Mifflin texts. Students interact and communicate with “e-structors” via state-of-the-art whiteboard technology and feedback tools. These specially trained tutors guide students through the learning and problem-solving process without providing answers or rewriting a student’s work.

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For Instructors
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- PowerPoint slides
- Overhead Transparency masters
- Instructor’s Resource Manuals and Transition Guides
- Classroom Response System (CRS) Content

For Students
Students can access HM EconSPACE content at any time via the Internet. Students benefit from tools that help them prepare for class, study for quizzes and exams, and improve their grades. Resources include:

- Chapter overviews and summaries
- MP3 chapter review files
- ACE self-quizzing and ACE+ study questions
- Flash interactive tutorial reviews of key economic models and concepts. The chapter tutorials provide students with another opportunity to review and test themselves on what they’ve learned. A simulation section includes more than 60 years of data on more than 20 key economic indicators, allowing students to plot data, compare various measurement instruments, and print out their results.

- Interactive games
- Electronic flashcards
- Internet Exercises and Economics W.I.R.E.D. (Web-Intensive Research Exercises and Discussions) web-based projects
- Electronic glossaries
- Research links
- Additional topic coverage

Some material may be passkey-protected.
Some resources may be text-specific.
HM EconSPACE with Eduspace, Houghton Mifflin’s Course Management System, offers instructors a flexible, interactive online platform to help communicate with students, organize material, evaluate student work, and track results.

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- Solutions to end-of-chapter problems, Multimedia Homework, Internet Exercises, and Economics W.I.R.E.D.
- Test Banks
- Premium PowerPoint lecture slides
- Eduspace’s powerful gradebook

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- Text-specific figures and tables
- Double Oral Auction video and text
- Additional homework problems
- Multimedia homework, including HM Interactives and HM video clips
- SMARTHINKING® live, online tutoring
Accounting

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Financial Accounting, 9/e, Media Enhanced Edition
Needles • Powers 55

Financial Accounting, 9/e
Needles • Powers 55

NEW EDITION!
Principles of Accounting, 10/e
Needles • Powers • Crosson 56

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Managerial Accounting, 8/e
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NEW EDITION!
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NEW EDITION!
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College Accounting

College Accounting, 9/e
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Intermediate Accounting

Intermediate Accounting, 2/e
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Accounting Resources

NEW!
HM AccountingSPACE 60

NEW!
HM AccountingSPACE with Eduspace 60

Additional Resources 61
The Media Enhanced Edition of Financial Accounting delivers the respected authors' flexible and balanced approach, and combines content coverage and accuracy of the text's Ninth Edition with an increased emphasis on application. The revised program more fully reflects current accounting and business practices with additional emphasis on issues of ethics, service enterprises, and globalization. The streamlined text features a new design to reduce clutter and emphasize user-oriented content, increased coverage of how accounting information is used, and a more robust technology program.

- **New!** Media Summaries at the end of each chapter facilitate integration of electronic resources into student course work and assignments. The summaries provide a complete listing of all the related HM AccountingSPACE multimedia resources available to students.

- **New!** The fresh, streamlined design emphasizes user-oriented content and features captioned photos, company logos, new line art, and a contemporary color palette that visually unifies the text's elements to aid students' understanding of financial accounting.

- **New!** The revised and refocused content makes the text accessible to a broad range of interests and levels of reading ability. Whenever possible, detailed information has been made more concise by shortening paragraphs or breaking sentences into numbered and bulleted lists.

- **Updated!** Revised “procedural” (bookkeeping) material now focuses on practical application of accounting concepts in real-world scenarios.

- **New!** Pedagogical updates include Chapters Openers with 15 new chapter-opening photos, learning objectives that repeat throughout the text for review, an ethics statement, and all new companies in the Decision Point sections. New Making a Statement features highlight a financial statement model and a include a brief discussion on how it relates to chapter topics.

- **New!** More than 230 publicly held companies as well as international, governmental, and not-for-profit organizations are used as illustrative examples.

- **Decision Point** companies introduced in the chapter opener reappear throughout the chapter and are indicated by the company logo or similar graphic. An index of company names appears at the end of the text and links to the companies' annual reports are available on the Student Website.

**Supplements**
- HM AccountingSPACE Instructor Website
- HM AccountingSPACE with Eduspace
- HM AccountingSPACE with Blackboard/WebCT Cartridge
- HM Assess
- PowerPoint Slides
- HMTesting (Powered by Diploma™)
- CRS Content
- Test Bank (Print)
- Instructor's Solutions Manual (Print)
- Solutions Transparencies (Print)
- HM AccountingSPACE Student Website
- SMARTTHINKING™
- Multimedia eBook
- Electronic Working Papers CD
- Bridge Tutorial CD
- Peachtree CD
- Study Guide (Print)
- Working Papers (Print)

**Brief Contents**
- Uses of Accounting Information and the Financial Statements
- Supplement: How to Read an Annual Report
- Analyzing Business Transactions
- Measuring Business Income
- Financial Reporting and Analysis
- Supplement: The Annual Report Project
- The Operating Cycle and Merchandising Operations
- Inventories
- Cash and Receivables
- Current Liabilities and the Time Value of Money
- Long-Term Liabilities
- Contributed Capital
- The Corporate Income Statement and the Statement of Stockholders' Equity
- The Statement of Cash Flows
- Financial Performance Measurement
- Investments
- Appendix: Accounting for Unincorporated Businesses
- Appendix: Future Value and Present Value Tables

**ALSO AVAILABLE**

**Financial Accounting**
- Ninth Edition
- Needles • Powers

©2007 • 850 Pages • Hardcover • 978-0-618-62676-2

[college.hmco.com/pic/needlesfa9e](http://college.hmco.com/pic/needlesfa9e)
Principles of Accounting

Tenth Edition

Belverd E. Needles, Jr., DePaul University
Marian Powers, Northwestern University
Susan Crosson, Santa Fe Community College

©2008 • 1296 Pages • Hardcover • 978-0-618-73661-4 • Downloadable eBook: 978-0-618-73670-6
college.hmco.com/pic/needlesPOA10e

Needles, Crosson, and Powers continue to help instructors stay on top of the change curve with their leading series of accounting texts. Each text program’s balanced, flexible content is supported by an array of integrated print and technology supplements. Whether an instructor wants to present a user or procedural orientation, incorporate new instructional strategies, develop students’ core skills and competencies, or integrate technology into the classroom, Needles, Powers, and Crosson provide total solutions making their text programs the natural choice for accounting instructors.

Content updates reflect current accounting and business practices, while greater attention is given to ethics, service enterprises, and international issues. In addition, the text features a more concise, accessible writing style; a new design to emphasize the user oriented content; and enhanced technology components for both instructors and students. Accuracy reviewers check every line and work through each exercise in the text and supplements, making these the most accurate among similar texts on the market.

• New! A completely new, streamlined interior design emphasizes the user-oriented content and features more captioned photos, new line art, and a contemporary color palette that unify the text’s elements and aid students’ understanding of accounting.

• New! The new editions offer greater accessibility than ever before, appealing to a broad range of interests and skill levels. Where possible, detailed information has been made more concise, and procedural material has been rewritten to focus more on the use of accounting information in today’s business world.

• New! Enhancements to the chapter openers include new photos; new ethics statements and coverage of ethics/corporate governance in the Learning Objectives; all new Decision Point companies such as Google and Starbucks accompanied by questions for thought and discussion; and a new financial statement model that shows how the chapter topic is reflected in the financial statements.

• New! The text features more than 230 publicly held companies—as well as international, governmental, and not-for-profit organizations—to illustrate the real-world application of accounting principles. New coverage includes CVS, Kraft Food Corporation, and Southwest Airlines. In addition, web links to the annual reports of companies mentioned in the text are available on the Student Website.

• New! Following each learning objective, new Stop, Review, and Apply features present discussion questions and short exercises for students to complete based on the material they’ve just learned.

• New! A Look Back At, located at the end of each chapter, revisits the company highlighted in the chapter-opening Decision Point and prompts students to reconsider the material covered in the chapter.

Supplements
Instructor Website • PowerPoint Slides • CRS Content • HM Testing (Powered by Diploma™) with Algorithms • Eduspace • Blackboard/WebCT Cartridge • Instructor’s Solution Manual (Print) • Test Bank (Print) • Student Website • Peachtree Accounting CD • Electronic Working Papers CD • General Ledger Software • HM Accounting Tutor • Demonstration Videos • SMARTTHINKING™ • Bridge Tutorial CD • Working Papers (Print)

Brief Contents
Uses of Accounting Information and the Financial Statements • Analyzing Business Transactions • Measuring Business Income • Completing the Accounting Cycle • Financial Reporting and Analysis • The Operating Cycle and Merchandising Operations • Inventories • Cash and Receivables • Current Liabilities and the Time Value of Money • Internal Control • Long-Term Assets • Partnerships • Contributed Capital • Long-Term Liabilities • The Corporate Income Statement and the Statement of Stockholder’s Equity • The Statement of Cash Flows • Investments • Financial Performance Measurement • The Changing Business Environment: A Manager’s Perspective • Cost Concepts and Cost Allocation • Costing Systems: Job Order and Process Costing • Activity-Based Systems: ABM and JIT • Cost Behavior Analysis • The Budgeting Process • Performance Management and Evaluation • Standard Costing and Variance Analysis • Analysis for Decision Making

Faculty Services Center: 800-733-1717 x4010
The Ninth Edition of College Accounting retains the successful characteristics that make it a market leader—accuracy, careful pacing, and repetition of accounting terms, concepts, and procedures —while integrating Internet features that provide students with real-world business experience.

- **Consider and Communicate, Critical Thinking, A Matter of Ethics, and What's Wrong with This Picture?** cases appear at the end of each chapter. Each describes a set of accounting circumstances and asks students to use their knowledge of accounting, experiences, and common sense to form a response.

- **Internet Links to Accounting** features at the beginning and end of each chapter provide students opportunities for hands-on web browsing and sharpening oral and written communication skills as well as their critical-thinking skills.

- **Careers in Your Future** sections introduce prominent businesspeople whose professional lives began with accounting. Their stories and words help to encourage and inspire students and provide good role models for career advancement.

- The **Computer Lab** gives students experience using technology to manage accounting transactions. This ongoing exercise is based around a sole proprietor business—Jeep Jockeys. Students use general ledger software to open account books for the business, monitor transactions, maintain a balance, post short-term and period results, and print a post-closing balance.

- **Before a Test** features pose true/false, multiple-choice, matching, and completion questions and brief application problems after every two–to–four chapters so that students can track their progress. **FYI** and **Remember** features in the text margin highlight important information.

### Brief Contents

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- Asset, Liability, Owner’s Equity, Revenue, and Expense Accounts
- T Accounts, Debits and Credits, Trial Balance, and Financial Statements
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- Adjusting Entries and the Work Sheet
- Appendix: Methods of Depreciation
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- Accounting for Professional Enterprises: The Combined Journal

**II. Accounting for Cash and Payroll**
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- The Statement of Cash Flows—Direct Method
- Appendix: Statement of Cash Flows—Indirect Method
- Comparative Financial Statements
- Departmental Accounting
- Manufacturing Accounting
Intermediate Accounting: Financial Reporting and Analysis

Second Edition

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Donald P. Pagach, North Carolina State University

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Intermediate Accounting provides students with a core body of knowledge on the traditional financial preparation issues—including the most recent pronouncements from the accounting standards boards and the implications of Sarbanes-Oxley—yet offers a streamlined approach more conceptual in nature than other texts. It responds to the demands students will face as future accountants, enabling them to think critically and to understand the “why” of accounting as well as the “how.”

The Second Edition integrates current accounting standards and combines print and electronic resources to ensure that students can practice the skills they need to succeed in the course. Within each chapter, the integration of financial statements from real companies provides a basis for comparison and analysis, while Point/Counterpoint features present contrasting perspectives on controversial accounting topics.

- Current accounting standards have been fully integrated to ensure all data, examples, and end-of-chapter assignments are current and accurate.
- Several companies featured in the chapter-opening Financial Reporting Cases highlight recent events and trends in business accounting. For instance, in the chapter on Intangible Assets, the case looks at how Nike’s purchase of Converse counted on the intangibles brought by Converse’s “retro” style comeback.

Supplements
Instructor Website • Online Instructor’s Resource Manual • Online Test Bank • PowerPoint Slides • HM ClassPrep with HM Testing (Powered by Diploma™) • Eduspace • Instructor’s Solution Manual (Print) • Test Bank (Print) • Student Website • SMARTTHINKING™ • Bridge Tutorial CD • Electronic Working Papers

Brief Contents
Financial Concepts and Financial Statements • Accounting Foundations • Financial Reporting: The Cornerstone of a Market Economy • The Income Statement and Comprehensive Income Disclosures • The Balance Sheet • The Statement of Cash Flows and Other Significant Financial Disclosures • The Measurement of Income and Assets • Revenue Recognition • Cash and Receivables • Inventory • Operating Assets: Acquisition, Cost Allocation, Impairment, and Disposal • Intangible Assets • Financial Instruments and Liabilities • Investments: Debt and Equity Securities • Current Liabilities and Contingencies • Accounting for Long-Term Liabilities: Bonds and Notes Payable • Accounting for Leases • Pensions and Postretirement Plans • Accounting for Income Taxes • Stockholders’ Equity and Cash Flows • Stockholders’ Equity • Dilutive Securities and Earnings per Share • Revisiting the Statement of Cash Flows • Appendix: The Time Value of Money • Appendix: Official Pronouncements
HM AccountingSPACE™ encompasses the interactive online products and services integrated with Houghton Mifflin textbook programs. Students and instructors can access HM AccountingSPACE content through text-specific Student and Instructor Websites and via online learning platforms, including Eduspace, Houghton Mifflin’s online Course Management System, and Blackboard/WebCT cartridges.

In addition to the HM AccountingSPACE Instructor Website content, instructors using Eduspace can access the following resources:
- Add or modify content and supplemental study materials
- Keep current with Eduspace’s powerful gradebook

In addition to the HM AccountingSPACE Student Website content, students using Eduspace can access:
- Multimedia eBooks with interactive links to online student resources
- SMARTHINKING online tutoring
- HM Assess online diagnostic assessment and study tool
- Online homework, including algorithmically-generated homework questions, exercises, and problems

For Instructors
Instructors can access HM AccountingSPACE any time via the Internet. Resources include:
- PowerPoint slides with audio, video, photographs, and line art
- Stop, Review, and Apply questions
- CRS content
- Sample syllabi
- Electronic Solutions Excel spread sheets
- Live newsfeeds and HM Interactives powered by The Associated Press.

For Students
Students can access HM AccountingSPACE any time via the Internet. Resources include:
- Demonstration Videos
- HM Accounting Tutor with animations demonstrating accounting concepts
- Diagnostic tests
- Tutorials
- Internet assignments and demonstration problems
- ACE Practice Tests and ACE+ Practice Tests
- Downloadable MP3 audio chapter reviews and tests
- Test Prepper content for studying on-the-go
- Flashcards and crossword puzzles
- Links to online annual reports

Some material may be passkey-protected.
Some resources may be text-specific.

HM AccountingSPACE with Eduspace, Houghton Mifflin’s Course Management System, offers instructors a flexible, interactive online platform to help communicate with students, organize material, evaluate student work, and track results.
Accounting Resources

HM Assess
Available within Houghton Mifflin’s Eduspace course management system, this diagnostic assessment tool tests core concepts and provides students with access to individual study paths for self-remediation. These paths are carefully designed to offer self-study options and to appeal to a variety of learning styles. Instructors can use HM Assess to quickly gauge which students are in jeopardy and which concepts to spend extra time reviewing.

HM Testing with Algorithms
HM Testing (powered by Diploma™) provides instructors with all the tools they need to create, author/edit, customize, and deliver multiple types of tests. Instructors can import questions directly from the test bank, create their own questions, or edit existing questions, all within Diploma’s powerful electronic platform. More than 3,000 chapter-specific questions, including algorithms, and a range of question types round out this robust testing system. All questions are tagged according to learning objective, type of learning, key concept, and AACSB knowledge and skill areas.

HM Accounting Tutor
Available through the Eduspace and Blackboard/WebCT course management systems, each chapter in the HM Accounting Tutor includes four sections: a Diagnostic Test, a robust Tutorial for each learning objective, an Internet Assignment derived from the end-of-chapter material, and a Demonstration Problem. The Demonstration Problems feature animations and voiceover narration and walk the students through problems similar to those in the end-of-chapter review material.

Bridge Tutorial CD
This helpful CD emphasizes accounting transactions, presents a review of the debit/credit mechanism, and provides a foundation for the preparation of financial statements. Pre- and post-test activities on accounting concepts test students’ basic understanding of the accounting cycle. Key concept tutorials provide reinforcement and practice for students, while interactive Review and Reinforce questions with rejoinders provide feedback on right and wrong answers. The CD also includes demonstration problems with voiceover narrations and a built-in glossary with on-screen popup definitions.

Electronic Working Papers
This Excel-based software program contains templates that allow students to work all short exercises, exercises, problems, and cases in the text. With an easy-to-use interface, this ideal alternative to printed working papers lets students learn both accounting and the basic skills required for spreadsheet applications.

SMARTHINKING™
Houghton Mifflin’s unique partnership with SMARTHINKING™ brings students live, online tutoring support when they need it most. This partnership offers a range of tutoring services exclusively for students using select Houghton Mifflin texts. Using state-of-the art whiteboard technology and feedback tools, students interact and communicate with “e-structors.” These specially trained tutors guide students through the learning and problem solving process without providing answers or rewriting a student’s work. SMARTHINKING offers live tutorial help during peak study hours and Questions Any Time, which allows students to e-mail questions to a tutor outside of the scheduled tutorial sessions and receive a reply. Some limits apply; terms and hours of SMARTHINKING service are subject to change.
Peachtree Accounting Software
This CD allows students to work with real-world accounting software during their educational careers, which makes them more desirable as potential employees.

General Ledger Software CD
Completely updated for ease of use, this software allows students to solve selected problems in the text identified by icons. All data can be exported to Peachtree Accounting software.

Demonstration Videos
Available through the Eduspace and Blackboard/WebCT course management systems, as well as the HM Assess diagnostic tool, these videos feature textbook authors Marian Powers and Susan Crosson. The authors walk students through concepts and exercises based on the learning objectives in the text.

Digi-Tec Practice Set CD
Digi-Tec provides a practice case featuring a small merchandising corporation using either a periodic or perpetual inventory system. This practice case covers a one-month accounting period, enabling the student to acquire experience in dealing with the entire accounting cycle, and can be worked manually or electronically with a CD.

Learning Insights: An Introduction to Financial Accounting CD
This case simulation allows students to translate real-world business activities into the language of accounting and assess the impact of business decisions on financials.

CPA Excel
Designed to prepare students for the CPA exam, this unique learning system dramatically reinforces learning and retention. Concise, interactive lessons keep users focused while reviewing concepts. The intuitive courseware navigation is easy to learn and simple to use.