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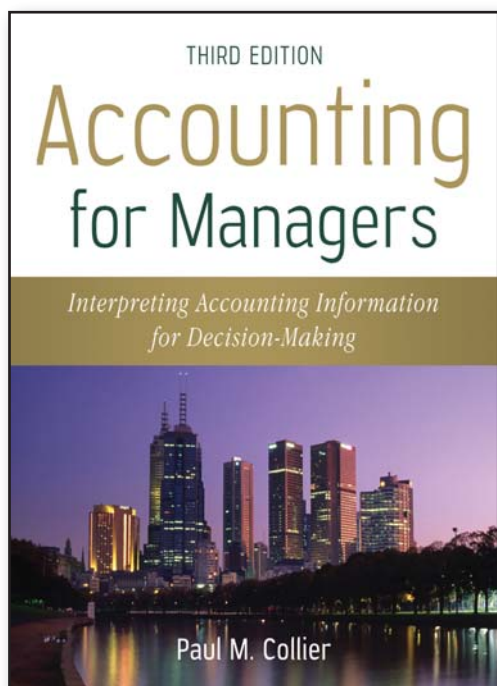
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## Accounting For Managers

Interpreting Accounting Information for Decision Making, 3rd Edition

DR. PAUL COLLIER, Monash University, Australia

A new edition of a successful textbook on how accounting information is used by non-financial managers!

This revised and updated third edition of *Accounting for Managers* builds on the success of the previous two editions in explaining how non-financial managers use accounting information. *Accounting for Managers* emphasises the interpretation rather than the construction of accounting information and encourages a critical, rather than unthinking acceptance of the underlying assumptions behind accounting. It links theory with practical examples and case studies drawn from real life business situations across a range of industries.

- Revised and updated examples throughout the book.
- Introduces three new chapters: Accounting for Inventory, Accounting Information Systems and Strategic Management Accounting.
- Includes new sections on professional ethics, customer profitability analysis, CVP for multiple products and weighted contribution margin for breakeven analysis, accounting for waste, environmental accounting.
- Expanded treatment of transfer pricing and budgeting sections.

**Contents:** PART I Context of Accounting; Introduction to Accounting; Accounting and its Relationship to Shareholder Value and Corporate Governance; Recording Financial Transactions and the Principles of Accounting; Management Control, Management Accounting and its Rational-Economic Assumptions; Interpretive and Critical Perspectives on Accounting and Decision-Making; PART II The use of financial reports for decision-making: Constructing Financial Reports: IFRS and the Framework of Accounting; Interpreting Financial Reports and Alternative Perspectives; Accounting for Inventory; PART III Using Accounting Information for Decision-Making, Planning and Control; Accounting and Information Systems; Marketing Decisions; Operating Decisions; Human Resource Decisions; Accounting Decisions; Strategic Investment Decisions; Performance Evaluation of Business Units; Budgeting; Budgetary Control; Strategic Management Accounting; PART IV Supporting Information.

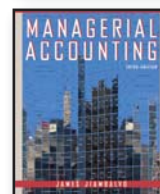
**Readership:** postgraduate and undergraduate students who are taking courses in accounting, as well as non-financial managers who need a better understanding of the role of accounting in their organisations.

**Supplements:** A range of lecturer support materials will be available online at [www.wileyurope.com/college/collier](http://www.wileyurope.com/college/collier)

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### Also Available:



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by Michael Jones -  
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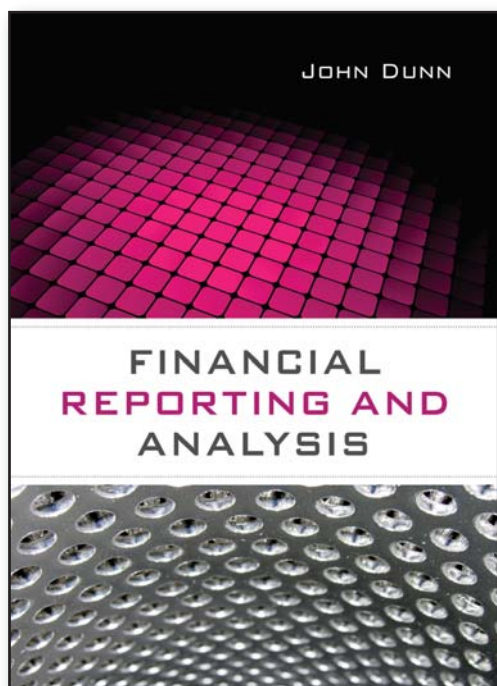
Business Planning and Control  
by Bruce Bowhill -  
9780470061770

Managerial Accounting,  
3rd Edition by James Jiambalvo -  
9780470038154

Managerial Accounting, 4th Edition  
by Jerry Weygandt - 9780470234006

Managerial Accounting  
by Ram Balakrishnan - 9780471467854

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552pp  
Spring 2009  
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£34.99/€47.30



# Financial Reporting and Analysis

JOHN DUNN, University of Strathclyde

A much needed new student-oriented intermediate level textbook on the fundamentals and application of financial reporting regulations!

Most books in this area are written for the professional market. They generally deal with the technicalities of the regulation of financial reporting in a relatively unchallenging and uncritical way and focus mainly on the implementation of the rules not the reasoning behind them. This book contains sufficient detail on the application of standards to enable the reader to appreciate the effects of the rules, and the logic behind them will be described in terms of the reasoning and history behind their development. This will give students a more informed insight of the regulations than many of the "practical" books currently on the market.

- Explains the *meaning* behind the rules of financial reporting, as opposed to just the *implementation* of these rules.
- International perspective in line with real business activities
- The combination of sufficient practical coverage with an approachable scholarly framework will appeal to both students and lecturers.
- Website containing solutions to questions in the text, as well as additional questions and solutions.

**Contents:** Published Accounts; Overview of Regulation; Form and Context of an Annual Report; Academic Research and Reporting Regulation; The Conceptual Framework; Reporting Earnings and Earnings Quality; Reporting Tax, Accounting for Property, Plant and Equipment; Accounting for Intangibles; Accounting for Inventory; Accounting for Liabilities; Introduction to Consolidation; The Mechanics of Regulation; In Summary.

**Readership:** Second year undergraduates on accounting degrees studying financial accounting and financial reporting.

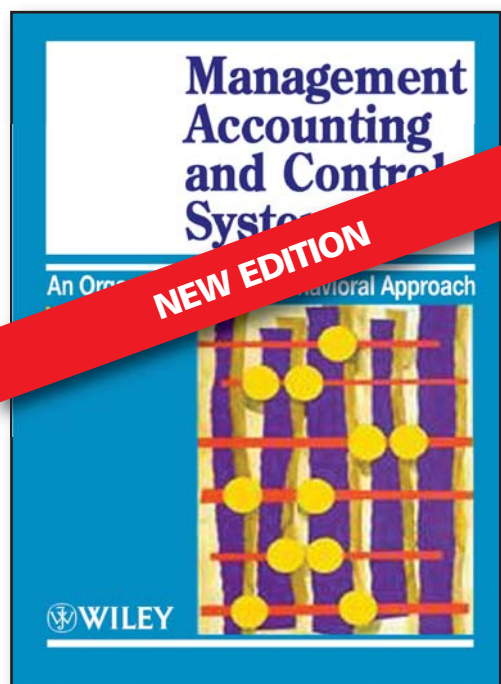
**Supplements:** A Lecturer Companion Website will be available containing PowerPoint Slides, additional questions and solutions to end of chapter questions.

## Also Available:



Financial Reporting and Corporate Governance  
by Thomas Lee - 9780470026816

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448pp  
Spring 2009  
Pr  
£34.99/€47.30



# Management Accounting and Control Systems

An Organizational and Sociological Approach, 2nd edition

NORMAN B. MACINTOSH, Queen's University,  
PAOLO QUATTRONE, Oxford SAID Business School

A new edition of a course-defining textbook with a new focus on sociological and organizational issues in management accounting and control systems!

This book is about the design and working of management accounting and control from an organizational and sociological perspective. It focuses on how control systems are used to influence, motivate, and control what people do in organizations. The second edition of the book takes into account the need for a general update of the content and a change in the structure of the original text, and some of the comments received by the external reviewers. The new edition is organised into four thematic parts which seek to illustrate, respectively: the nature of Management Accounting and Control Systems (MACS), how and why these change, their function and use in practice, and how they are related to general issues of governance in contemporary organisations, economies and society.

- Includes a new chapter on MACS in networks and inter-organizational relationships.
- Case studies have been adapted and a new case on the Jesuits has been added.
- Adds new theoretical perspectives in order to make the text more in tune with current practices, teaching needs and academic developments.
- Expansion of the perspectives from which MACS can be seen and developed
- New material is provided dealing with MACS role in relation to issues of governance and how recent scandals, such as Parmalat and Enron, can be seen as failures in terms of internal control.

**Contents:** Introduction; Issues; Cases; Perspectives; Part I The nature and structure of MACS: The nature of MACS; Formal structures of MACS; Uncertainty and informal structures of MACS; MACS in networks and interorganizational relationships (new); Part II MACS Change: Drivers of MACS; Information Technology and MACS; Perspectives on MACS Change; Part III How to Make Sense of MACS in practice: MACS in action; MACS in practice; The making of MACS: Visibility, Mobilization and Minimalist controls; Part IV MACS and Governance: MACS easily go wrong (Part I): The Parmalat scandal; MACS easily go wrong (Part II): The Enron scandal; Conclusions.

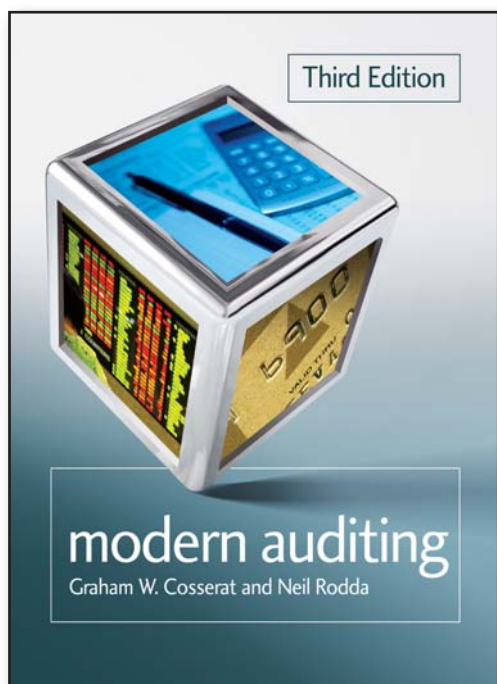
**Readership:** Advanced undergraduate and postgraduate courses in management accounting and control systems.

**Supplements:** A Lecturer Companion Website will be available containing PowerPoint Slides and Case Teaching Notes.

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## Modern Auditing

3rd Edition

GRAHAM COSSERAT, Retired, (formerly Nottingham Trent University), NEIL RODDA, Manchester Metropolitan University

Third edition of a successful auditing textbook reflecting changes in International Accounting Standards!

**Modern Auditing** offers the reader a thorough coverage of the practice of auditing in context of auditing theory and concepts, and the professional responsibilities of the independent auditor. The structure of the book develops the auditing process in a logical and sequential manner, enabling students to progressively consolidate their understanding of the concepts and processes without excessive detail or repetition.

Thorough update, including:

- Coverage of key new standards produced by the IAASB
- Discussion of increasing importance of role of IFAC
- Update on companies legislation and regulation
- Review of developments in ethical codes
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- Comprehensive and integrated coverage of the latest developments in the environment and methodology of auditing.
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**Contents:** Auditing And The Public Accounting Profession; Financial Statement Audits; Professional Ethics; Auditors' Legal Liability; Audit Risk And Audit Evidence; Accepting The Engagement And Planning The Audit; Internal Control And Control Risk Assessment; Audit Sampling; Designing Substantive Procedures; Auditing Sales And Trade Receivables (Debtors); Auditing Purchases, Trade Payables (Creditors) And Payroll; Auditing Inventory (Stocks) And Tangible Non-Current Assets (Fixed Assets); Auditing Cash And Investments; Completing The Audit; Reporting On Audited Financial Statements; E-Commerce And Auditing; Contemporary Issues In Auditing; Answers To Multiple-Choice Questions; Suggested Answers To Professional Application Questions; Glossary; Index.

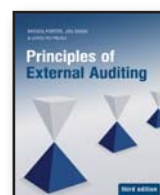
**Readership:** 2nd/3rd year undergraduate course in Auditing, Principles of Auditing, or Introduction to Auditing.

**Supplements:** A Lecturer Companion Website will be available containing an Instructor's Manual containing further questions and answers, and PowerPoint Slides.

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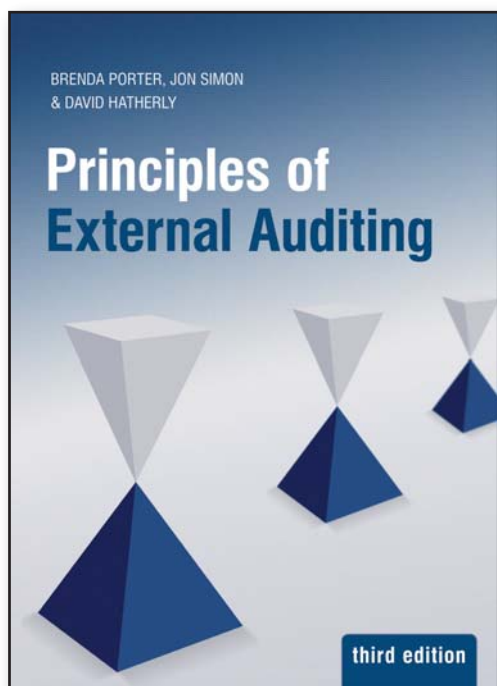
### Also Available:



Principles of External Auditing, 3rd Edition  
by Brenda Porter - 9780470018255

9780470319734  
744pp  
November 2008  
Pr  
£35.99/€48.60





# Principles of External Auditing

3rd Edition

BRENDA PORTER, Victoria University of Wellington,  
JON SIMON, University of Hull, DAVID HATHERLY,  
University of Edinburgh,

*Principles of External Auditing* has become established as one of the leading textbooks for students studying auditing. Striking a careful balance between theory and practice, the book describes and explains, in non-technical language, the nature of the audit function and the principles of the audit process.

The book covers international auditing and accounting standards and relevant statute and case law. It also discusses topical aspects of auditing such as legal liability, audit risk, quality control, and the impact of information technology.

Includes new material on:

- International auditing standards
- International ethical standards
- Developments in the regulatory environment
- The impact upon auditing of the new international accounting standards
- Recent changes in case law affecting auditors

**Contents:** Preface; What Is Auditing? The Development Of Auditing And Audit Objectives; A Framework Of Auditing Concepts; Threats To, And Preservation Of, Auditors' Independence; Legal And Professional Duties Of Auditors; Auditors' Duties with Respect to Fraud and Non-compliance with Laws and Regulations; Overview Of The Audit Process, Audit Evidence: Staffing And Documenting An Audit; Commencing An Audit: Engagement Procedures, Understanding The Client and Identifying Risks; Planning The Audit And Assessing Audit Risk; Internal Controls And The Auditor; Testing The Financial Statement Assertions: Substantive Testing; Audit Sampling And Computer Assisted Auditing Techniques (Caats); Completion And Review; Auditors' Reports To Users Of Financial Statements And To Management; Legal Liability Of Auditors; Avoiding And Limiting Auditors' Liability; Environmental Management Systems and Audits; Corporate Responsibility Assurance Engagements; Appendix: Summary Of Steps In A Statutory Financial Statement Audit; Index.

**Readership:** Undergraduate and postgraduate accountancy students, as well as professional accountancy trainees taking courses in auditing.

**Supplements:** A Lecturer Companion Website will be available containing PowerPoint Slides

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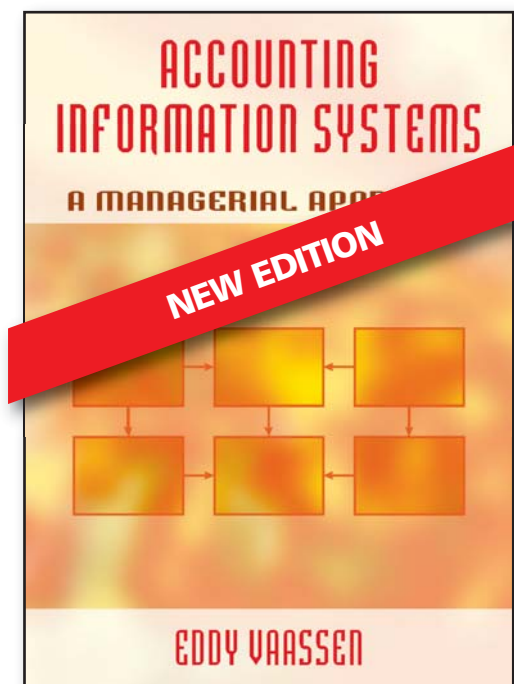
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## Also Available:



Modern Auditing, 3rd Edition  
by Graham Cosserat - 9780470319734

9780470018255  
816pp  
August 2008  
Pr  
£35.99/€48.60



## Accounting Information Systems and Internal Control

2nd Edition

EDDY VAASSEN, ROGER MEUWISSEN  
and CAREN SCHELLEMAN, all of Maastricht University,  
The Netherlands

*Accounting Information Systems and Internal Control* covers traditional internal control systems and discusses these in conjunction with contemporary management control systems. There is less of a focus of technology and more on organizational issues, which contributes to the book's managerial approach.

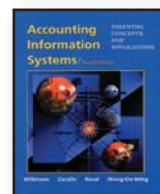
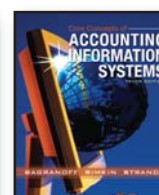
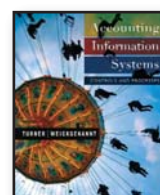
- Each chapter contains references to small and mid-sized organizations to highlight differences between the control systems in each of these.
- Has a new structure that provides an in-depth coverage of internal control together with a discussion of IT within a managerial perspective.
- Includes an extensive discussion of internal controls that are applicable in various types of organization, including trade, production, service, financial industry and governmental institutions.
- Discussion of Sarbanes Oxley and ethics is integrated throughout the text.

**Contents:** Part 1: Information and Control: Organizations and their Systems; Foundations of Internal Control; Processes in the Value Cycle; Control Systems Communications; Bridging the Gap Between Internal Control and Management Control; The Dynamics of Control and IT; Part 2: Internal Control in Various Types of Organization: Typology of Organizations; Trade Organizations; Production Organizations; Service Organizations with a Limited Flow of Goods; Organizations that put Space and Electronic Capacity at their Customers' Disposal; Organizations that put Knowledge and Skills at their Customers' Disposal.

**Readership:** For students taking AIS courses at advanced undergraduate and postgraduate levels.

**Supplements:** A Lecturer Companion Website will be available hosting additional case studies, PowerPoint Slides, and an Instructor's Manual together with questions and answers.

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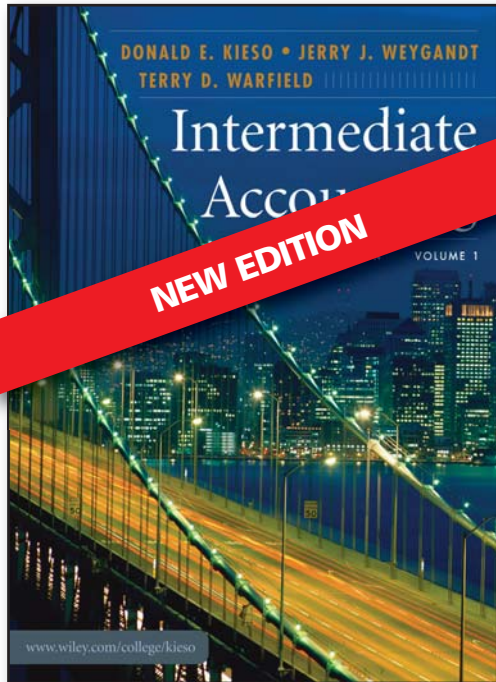
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by Nancy Bagranoff - 9780470045596

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Essential Concepts and Applications, 4th Edition**  
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# Intermediate Accounting

13th Edition

DONALD E. KIESO, JERRY J. WEYGANDT,  
TERRY D. WARFIELD

Your Students Deserve...

...a textbook they can rely on throughout their careers. INTERMEDIATE ACCOUNTING by Kieso, Weygandt, and Warfield is, quite simply, the standard by which all other intermediate accounting texts are measured.

Through thirty years and twelve best-selling editions, the text has built a reputation for accuracy, comprehensiveness, and student success. The Thirteenth Edition maintains the qualities for which the text is globally recognized, and continues to be your students' gateway to the profession!

- **NEW IFRS content:** This new edition includes a Convergence Corner feature that teaches students how international financial reporting standards apply to each chapter topic. In addition, instructors and students will benefit from the new end-of-chapter content specifically related to IFRS
- **Updated Fair Value discussions:** Fair value has been expanded at both the introductory level in Chapter 2 and in subsequent chapters where appropriate.
- **FASB Codification:** This edition integrates the new FASB Codification throughout. References to the accounting pronouncements have been replaced by a numbering system in each chapter linked to the new Codification.
- **Updated real-world focus:** This edition contains many new chapter-opening stories and "What Do the Numbers Mean?" boxes. Such applications join theory and practice, and demonstrate to students the use of accounting in today's business world.

**Contents:** Financial Accounting and Accounting Standards; Conceptual Framework Underlying Financial Accounting; The Accounting Information System; Income Statement and Related Information; Balance Sheet and Statement of Cash Flows; Accounting and the Time Value of Money; Cash and Receivables; Valuation of Inventories: A Cost-Basis Approach Inventories: Additional Valuation Issues; Acquisition and Disposition of Property, Plant, and Equipment; Depreciation, Impairments, and Depletion; Intangible Assets; Current Liabilities and Contingencies; Long-Term Liabilities; Stockholders' Equity; Dilutive Securities and Earnings Per Share; Investments; Revenue Recognition; Accounting for Income Taxes; Accounting for Pensions and Postretirement Benefits; Accounting for Leases; Accounting Changes and Error Analysis; Statement of Cash Flows; Full Disclosure in Financial Reporting.

**Supplements:** WileyPLUS, WebCT and BlackBoard, Study Guide, Student Companion Site containing PowerPoint Slides, Web Quizzing, Solving Problems using Excel Workbook and Templates, Checklist of Key Figures and more, Instructor's Companion Website consisting of Solutions Manual, Test Bank, Instructor's Manuals, Algorithmic Computerized Test Bank, Narrated PowerPoint Slides and Standard PowerPoint Slides, Checklist of Key Figures, Solutions to Excel Workbook Problems

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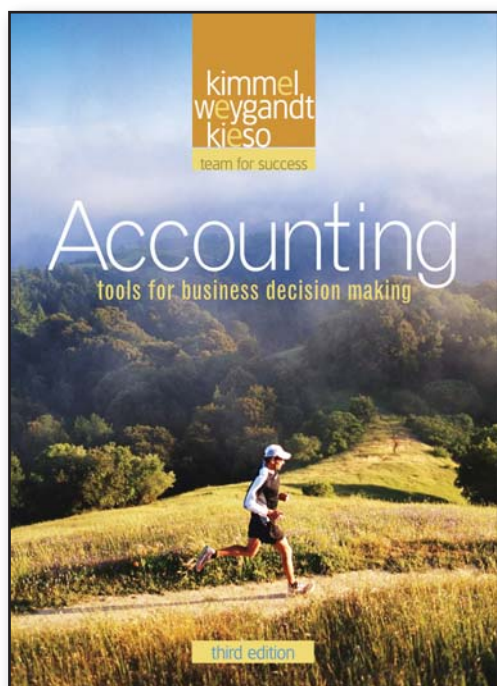
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## Accounting

Tools for Business Decision Making,  
3rd Edition

PAUL D. KIMMEL, University of Wisconsin, Milwaukee,  
JERRY J. WEYGANDT, University of Wisconsin,  
Madison, DONALD E. KIESO, Northern Illinois  
University

Motivate Accounting Students!

*Kimmel Accounting 3e*, helps students hit the road with a practical set of tools, and the confidence they need to use those tools effectively in making business decisions. The goal is to introduce a new Principles of Accounting text that better reflects a more conceptual and decision-making approach to the material.

The authors have taken a new “macro- to micro-” approach to the Principles of Accounting course by starting with a discussion of real financial statements first, rather than starting with the Accounting Cycle (although the Accounting Cycle is thoroughly covered in Chapters 3 and 4). The objective is to establish how a financial statement communicates the financing, investing, and operating activities of a business to users of accounting information. They motivate students by grounding the discussion in the real world, showing them the relevance of the topics covered to their future career.

**Contents:** Introduction to Financial Statements; A Further Look at Financial Statements; The Accounting Information System; Accrual Accounting Concepts; Merchandising Operations and the Multiple-Step Income Statement; Reporting and Analyzing Inventory; Internal Control and Cash; Reporting and Analyzing Receivables; Reporting and Analyzing Long-Lived Assets; Reporting and Analyzing Liabilities; Reporting and Analyzing Stockholders' Equity; Statement of Cash Flows; Performance Measurement; Managerial Accounting; Job Order Costing; Process Costing; Activity-Based Costing; Cost-Volume-Profit; Variable Costing; A Decision-Making Perspective; Budgetary Planning; Budgetary Control and Responsibility Accounting; Standard Costs and Balanced Scorecard; Incremental Analysis and Capital Budgeting; Appendices: *Tootise Roll*; *Hershey*; *Time Value of Money*; *Payroll Accounting*; *Subsidiary Ledgers & Special Journals*; *Accounting for Sole Proprietorships*; *Accounting for Partnerships*; *Investments*.

**Readership:** First year Principles of Accounting students.

**Supplements:** For Students: WileyPLUS, Working Papers V1 and V2, General Ledger Software, Web Quizzes, Study Guide

**For Lecturers:** WileyPLUS, BlackBoard and WebCT, Instructor Companion Site containing Instructor's Manual, Solutions Manual, Test Bank, Computerized Test Bank, Excel Workbook and Template Solutions, PowerPoint, Checklist of Key Figures, Image Gallery,

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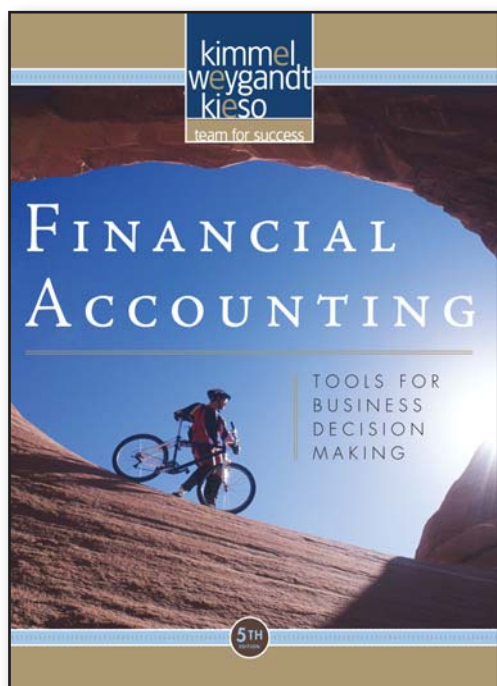
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## Financial Accounting

Tools for Business Decision Making,  
5th Edition

PAUL D. KIMMEL, University of Wisconsin, Milwaukee,  
JERRY J. WEYGANDT, University of Wisconsin,  
Madison, DONALD E. KIESO, Northern Illinois  
University

*Financial Accounting, 5th Edition* provides students with an understanding of fundamental concepts necessary to use accounting effectively. Starting with a “macro” view of accounting information, the authors present real financial statements. They establish how a financial statement communicates the financing, investing, and operating activities of a business to users of accounting information. Kimmel, Weygandt and Kieso motivate students by grounding the discussion in the real world, showing them the relevance of the topics covered to their future.

- More “Do It” problems throughout the chapters which will help to model the problems for students as they complete their homework.
- Enhanced demo problems, “Comprehensive Do it” at the end of the chapter are updated to work in conjunction with the Do It’s throughout the chapter.
- *NEW* “Using Cash Flows for Decisions” feature at the end of each chapter will give students a better understanding of how cash flows factor into business decision-making. Both majors and non-majors will benefit from this perspective given the importance of cash to small businesses and all corporations.

**Contents:** Introduction to Financial Statements; A Further Look at Financial Statements; The Accounting Information System; Accrual Accounting Concepts; Merchandising Operations and the Multiple-Step Income Statement; Reporting and Analyzing Inventory; Internal Control and Cash; Reporting and Analyzing Receivables; Reporting and Analyzing Long-Lived Assets; Reporting and Analyzing Liabilities; Reporting and Analyzing Stockholders’ Equity; Statement of Cash Flows; Performance Measurement; *Appendices: Specimen Financial Statements: Tootsie Roll Industries, Inc; Specimen Financial Statements: Hershey Foods Corporation; Time Value of Money; Reporting and Analyzing Investments.*

**Readership:** Students taking an introductory course in Financial Accounting

**Supplements:** Instructor’s Supplements: Solutions Transparencies, Instructor’s Manual, PowerPoint Slides, Algorithmic Computerized Test Bank, Teaching Transparencies, Instructor’s Resource CD, Working Papers, Excel Working Papers, Solutions Manual, Test Bank

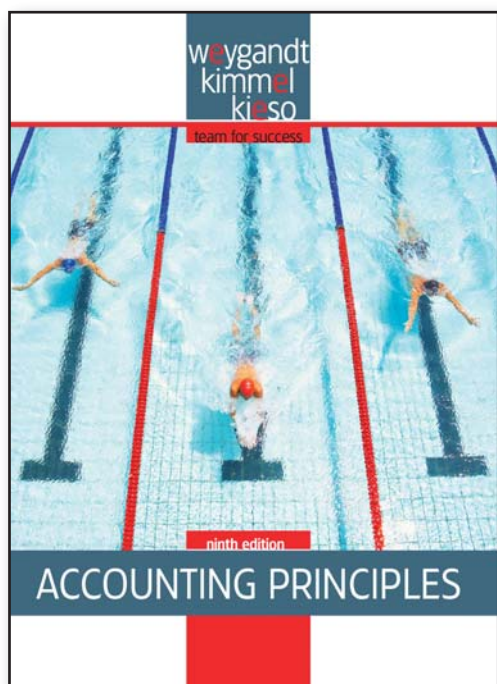
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## Accounting Principles

9th Edition

JERRY J. WEYGANDT

Weygandt Accounting Principles starts with what students know. In the new Ninth Edition, students clearly see the relevance of accounting in their everyday lives and are therefore motivated to do the work assigned.

**Weygandt Accounting Principles** introduces challenging accounting concepts with examples that are familiar to the student. This connection to their everyday lives helps build student motivation, a key driver of student time spent on assignments and ultimately their mastery of the concept.

- **MORE "Do It"** problems throughout the chapters which will help to model the problems for students as they complete their homework.

**Contents:** Accounting in Action; The Recording Process; Adjusting the Accounts; Completion of the Accounting Cycle; Accounting for Merchandising Operations; Inventories; Accounting Information Systems; Internal Control and Cash; Accounting for Receivables; Plant Assets, Natural Resources, and Intangible Assets; Current Liabilities and Payroll Accounting; Accounting Principles; Accounting for Partnerships; Corporations: Organization and Capital Stock Transactions; Corporations: Dividends, Retained Earnings, and Income Reporting; Long-Term Liabilities; Investments; The Statement of Cash Flows; Financial Statement Analysis; Managerial Accounting; Job Order Cost Accounting; Process Cost Accounting; Cost-Volume-Profit Relationships; Budgetary Planning; Budgetary Control and Responsibility Accounting; Performance Evaluation through Standard Costs; Incremental Analysis and Capital Budgeting.

**Readership:** Students taking a first course in Accounting.

**Supplements:** Lecturer Supplements: WileyPLUS, Solutions Manual, Solutions Transparencies, Test Bank, Instructor Companion Site including: Instructor's Manual, Algorithmic Computerized Test Bank, Comprehensive and Final Exams, Online Excel Workbook and Template Solutions, Checklist of Key Figures, Teaching Transparencies, Image Gallery, WileyPLUS – a powerful online tool that provides instructors with an integrated suite of teaching and learning resources in one easy-to-use website. Visit [www.wileyplus.com](http://www.wileyplus.com) for more information. Blackboard and WebCT, Instructors Resource CD, PowerPoint Presentations, Instructor Manual, Teaching Transparencies

**Student Supplements:** WileyPLUS, Study Guide, Problem Solving Survival Guide, Working Papers, Excel Working Papers CD, Campus Cycle Practice Set, Heritage Home Furniture: A Narrative Practice Set, Peachtree Complete Accounting Workbook, Working Papers, General Ledger Software, PowerPoint Presentations, Self-Study Quizzes, Self-Test Quizzes, Quickbooks tutorial, Exercise Set B/Problem Set C, Online Cookie Chronicle/Waterways Practice Sets

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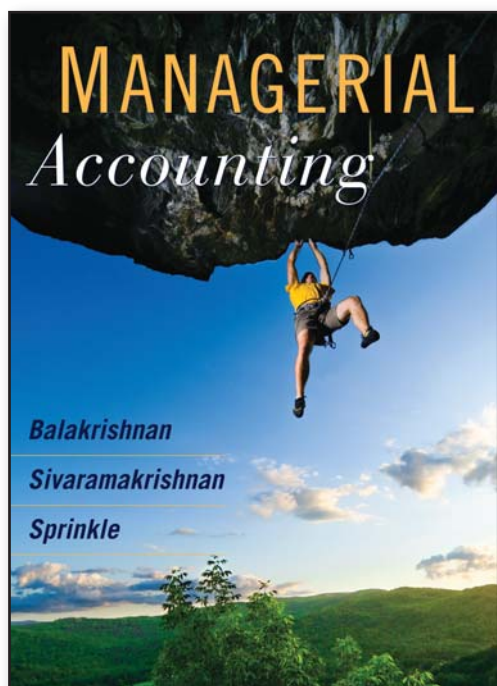
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## Managerial Accounting

RAM BALAKRISHNAN, KONDURU SIVARAMAKRISHNAN,  
GEOFF SPRINKLE

Most managerial accounting texts emphasize the mechanics of managerial accounting. While important, mechanics are not enough. To solve business problems, students need to understand how managerial accounting can improve decision-making, and when and where a particular tool or technique is appropriate.

**Balakrishnan's Managerial Accounting 1st edition** presents accounting information in the context of business decision making. It combines the traditional topics of managerial accounting with a strategic framework that shows students how to construct decision models and measure information. By linking business decisions with accounting information students will be motivated to learn and make more informed decisions. Balakrishnan will appeal to courses where there is a true focus on decision making and accounting is placed within a business context.

**Contents:** Accounting: Information For Decision Making; Identifying And Estimating Costs And Benefits; Cost Flows And Cost Terminology; Techniques For Estimating Fixed And Variable Costs; Cost-Volume-Profit Analysis; Decision Making In The Short Term; Operating Budgets: Bridging Planning And Control; Budgetary Control And Variance Analysis; Cost Allocations; Activity-Based Costing & Management; Capital Budgeting; Performance Evaluation In Decentralized Organizations; Strategic Planning And Control; Job-Costing Systems; Process-Costing Systems; Refining Systems: Support Activity And Dual-Rate Allocations.

**Readership:** Second year undergraduate courses in Managerial Accounting

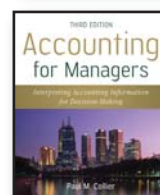
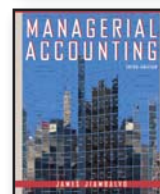
**Supplements:** For Students: WileyPLUS, Online Study Guide

**For Lecturers:** WileyPLUS, PowerPoint Slides; Computerized Test Bank; Test Bank; Instructor's Manual; Solutions Manual

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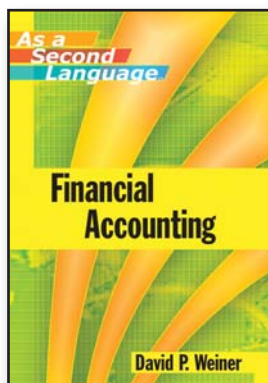
**Business Planning and Control**  
by Bruce Bowhill -  
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**Managerial Accounting,**  
3rd Edition by James Jambalvo -  
9780470038154

**Managerial Accounting, 4th Edition**  
by Jerry Weygandt - 9780470234006

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by Paul Collier - 9780470777640

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## Financial Accounting As A Second Language

DAVID P. WEINER

Accounting may be challenging, but with training and practice students can come out of a financial accounting course having achieved success! With David Weiner's *Financial Accounting as a Second Language*, students will get the practice and training they need to better understand fundamental principles, build confidence, and solve problems.

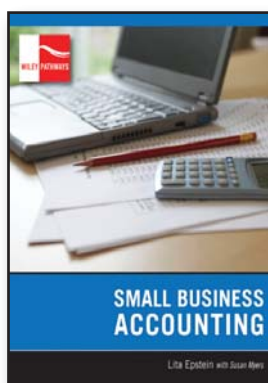
The goal of this title is to: introduce the language of accounting, explain the core concepts of accounting, and learn how to apply these core concepts to solve accounting problems. Developed by David Weiner through his forty year teaching career, this text is filled with study skills, techniques, and strategies used help students learn the core concepts of accounting and get the grades they deserve.

- **Chapter Roadmap:** Each chapter begins with a "Roadmap" to inform the reader as to what will be covered in the following section. These serve as a guide to the core concepts throughout the text.
- **End-of-chapter practice questions:** The author has included a number of practice multiple choice questions & answers at the end of each chapter to help students prepare for exams and reinforce the basic accounting principles.
- **"Frequently Asked Questions":** This section was included to clarify any difficult material and provide a firm understanding of the material, located at the end of each chapter.
- **Exam Tips:** A series of tips are integrated within the text to help student improve upon their study skills and prepare for the highest grade possible on exams.
- **Extensive Glossary:** Includes all of the accounting terminology used throughout the book, to gain a complete understanding of an accounting term or concept.

**Contents:** Basic Accounting Concepts; The Accounting Cycle And Accrual Accounting; Internal Control, Cash, And Receivables; Inventory; Long Term Assets, Intangible Assets, And Depreciation/Amortization; Liabilities, Current And Non-Current; Owners' Equity; Statement Of Cash Flows; Review Of Financial Statements And Financial Statement Analysis; Appendices: Basic College Skills; The Time Value Of Money; The Gross Profit Method; Advanced Topics For Chapter Five; The Audit Report.

**Readership:** Students taking an introductory Financial Accounting course.

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September 2008 • Pr  
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## Small Business Accounting

LITA EPSTEIN, MBA, University of Phoenix, SUSAN MEYERS

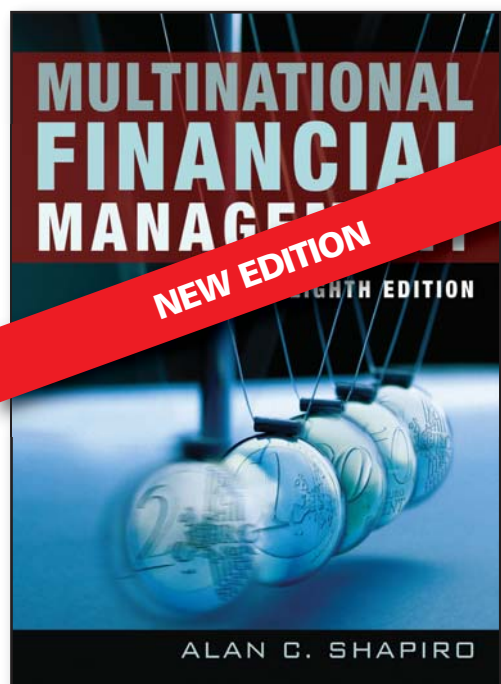
Designed primarily for non-Accounting majors, this new text covers the accounting cycle; debits and credits; cash, banking, and internal controls; employee payrolls; managing inventory; and financial statements.

**Contents:** Accounting for Your Business; Mastering Debits and Credits; Beginning the Accounting Cycle; Journalizing Transactions; Posting Transactions and Preparing a Trial Balance; Adjustments and the Worksheet; *APPENDIX A: Depreciation*; Financial Statements and the Closing Process; *APPENDIX B: Statement of Cash Flows*; Cash, Banking, and Internal Controls; Employee Payroll and Deductions; Employer Payroll Responsibilities; Special Journals: Sales and Cash Receipts; Special Journals: Purchases and Cash Disbursements; *Appendix C: The Combined Journal*; Managing Inventory; Adjustments and the Worksheet for a Merchandising Business; Financial Statements and the Closing Process for a Merchandising Business; *Appendix D: Income T.*

**Supplements:** Instructor's Resource Manual, Test Bank, Image Gallery, PowerPoint Presentations.

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# Multinational Financial Management

9th Edition

ALAN C. SHAPIRO, University of Southern California

As more businesses in today's economy are moving towards a global reach, it is essential for finance students to understand how the fundamentals of corporate finance relate to multinational firms. Shapiro's *Multinational Financial Management 9th Edition* provides that conceptual framework within which key financial decisions of a multinational firm can be analyzed. The author's comprehensive approach is to treat international financial management as a natural extension of the principles learned in the first course in financial management. The book builds its coverage of international finance on the framework of valuation established by domestic corporate finance.

- New updates throughout, including new illustrations, questions, and problems.
- Enhanced discussion of current topics, such as: the nature and benefits of globalization and Euro currency and Eurobond markets.
- New Mini-cases added throughout the chapters that feature a short case with a series of questions for students to answer.
- New discussion of the debate over outsourcing, the deindustrialization of America, and the political economy of trade policy.

**Contents:** Introduction: Multinational Enterprise And Multinational Financial Management; The Determination Of Exchange Rates; The International Monetary System; Parity Conditions In International Finance And Currency Forecasting; The Balance Of Payments And International Economic Linkages; Country Risk Analysis; The Foreign Exchange Market; Currency Futures And Options Markets; Swaps And Interest Rate Derivatives; Measuring And Managing Translation And Transaction Exposure; Measuring And Managing Economic Exposure; International Financing And National Capital Markets; The Euromarkets; The Cost Of Capital For Foreign Investments; International Portfolio Investment; Corporate Strategy And Foreign Direct Investment; Capital Budgeting For The Multinational Corporation; Financing Foreign Trade; Current Asset Management And Short Term Financing; Managing The Multinational Financial System.

**Supplements:** Test Bank, Instructor's Manual with Solutions, PowerPoint Slides, Excel Files, Answers to End-Of-Chapter Questions, Additional Questions, Problems and cases online for students.

**Readership:** It can be used in courses in International Financial Management and International Finance at the upper-level undergraduate or MBA level.

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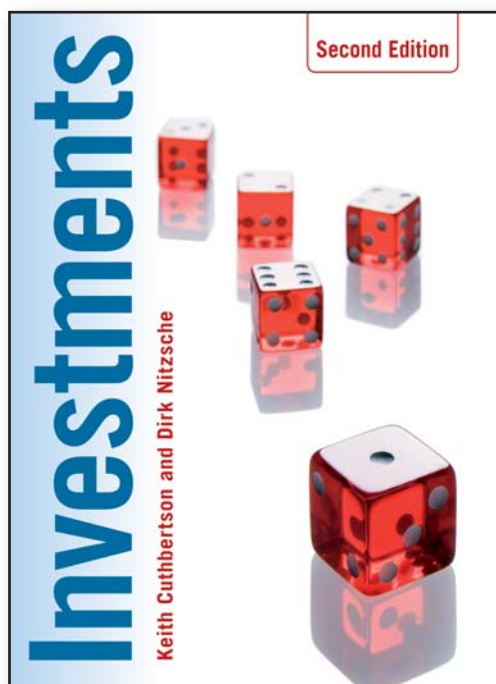
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Multinational Finance, 4th Edition  
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770pp  
Summer 2009  
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# Investments

2nd Edition

KEITH CUTHBERTSON and DIRK NITZSCHE,  
both of CASS Business School

An excellent introduction to global financial markets!

Based on class-tested material, the authors link theory and real world issues in their coverage of equity, bond and FX strategies including methods such as chartism, neural networks and chaos theory. Raising funds in the money markets and via equity and debt securities, as well as dividend and merger policy provide further practical illustrations of theoretical ideas. Futures, options and swaps and their use in speculation, hedging and arbitrage are also examined.

The authors include a vast array of pedagogy, including chapter objectives summaries; end of chapter exercises; numerous real-world examples and case vignettes; Excel spreadsheets providing simulations for the reader; a glossary of terms; clear, simple and consistent mathematical notation.

- The mathematical level of the text is lowered in order to make the text more accessible to a wider audience
- New material has been added on behavioural finance, mutual hedge funds, private equity, weather and energy derivatives and their risk management.
- Material on Corporate Finance has been removed.
- A real-world flavour throughout

**Contents:** PART 1: FINANCIAL MARKETS: Markets and Players; Raising Finance; Financial Instruments; Trading Securities; Investment Companies; PART 2: VALUATION: Valuation Techniques; Cost of Capital; Valuing Firms; PART 3: ASSET RETURNS AND PORTFOLIO THEORY: Measuring Asset Returns; Portfolio Theory; International Portfolio Diversification; Single-Index Model; CAPM and APT 265; PART 4: EQUITY MARKETS: Stock Valuation and the EMH; Behavioural Finance and Anomalies; Predicting Stock Returns; Technical Trading Rules; PART 5: FOREIGN EXCHANGE MARKET: Spot and Forward Markets; PART 6: FIXED-INCOME MARKETS: Money Markets; Bond Markets; Term Structure of Interest Rates; Bond Market Strategies; PART 7: DERIVATIVES: Derivative Securities; Futures Markets; Options Markets; Options Pricing; Energy and Weather Derivatives; PART 8: PORTFOLIO MANAGEMENT: Private Equity; Performance of Mutual Funds; Hedge Funds; Market Risk and Value at Risk.

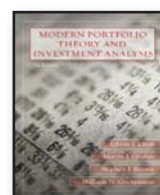
**Readership:** MBA and advanced undergraduate students of business and related degrees taking a course in investments.

**Supplements:** A Lecturer Companion Website will be available hosting questions and answers, excel data sets, an image archive containing tables from the book and PowerPoint slides.

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by Edwin Elton - 9780470050828



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by Charles Jones - 9780470047811

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# BEHAVIOURAL FINANCE

WILLIAM FORBES

## Behavioural Finance

WILLIAM FORBES, Loughborough University Business School

Provides a very accessible introduction to the rapidly developing subject of behavioural finance!

'*Behavioural Finance*' builds on the knowledge and skills that students have already gained on an introductory finance or corporate finance course. The primary focus of the book is on how behavioural approaches extend what students already know. At each stage the theory is developed by application to the FTSE 100 companies and their valuation and strategy. This approach helps the reader understand how behavioural models can be applied to everyday problems faced by practitioners at both a market and individual company level. The book develops simple formal expositions of existing attempts to model the impact of behavioural bias on investor/managers' decisions. Where possible this is done grounding the discussion in practical, numerical, examples from the financial press and business life.

- Explains how individuals' attitudes and behavior affect their financial decisions and financial markets eg the Dotcom bubble
- Uses psychological evidence to model investor behavior in order to get better understanding of financial markets.
- Provides a range of UK and European examples.

**Contents:** Preface; Part 1: Introduction: Expected Utility – Financial Decision Making In Traditional Finance; Are Investors Irrational Or Just Learning; Are Discount Rates Constant Or Declining?; A Brief History Of Bubbles Old And New; Noisy Financial Markets; Optimism In Financial Markets; Prospect Theory And Asset Pricing; Overreaction, Under Reaction And Noise Trading; Momentum, Prospect Theory And Revisions In Investor Reference Points; Herding; Insider Trading Earnings Selection And Market Manipulation; The Equity Premium Puzzle; Incorporation: Legal Fictions And Business Realities; The Market For Information, Noise And Deception; Dividends As Prospects And As A Means Of Self-Control; Self Knowledge And Entrepreneurship; Regulating Conflicts In Investment Advice; Accounting Information And Fundamental Values Behavioural Bias And Its Implication For Accounting Reform; Conclusion.

**Readership:** Final year undergraduate and postgraduate courses in behavioural finance.

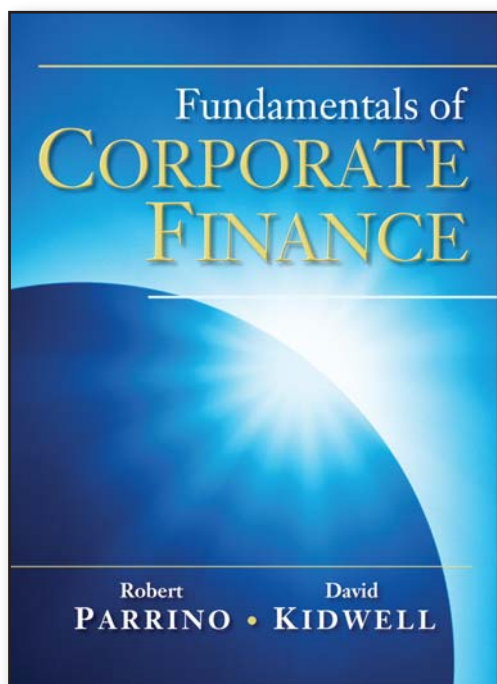
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## Fundamentals of Corporate Finance

ROBERT PARRINO, University of Texas, Austin,  
DAVID S. KIDWELL, University of Minnesota

Parrino/Kidwell, *Fundamentals of Corporate Finance* offers an innovative integration of conceptual understanding and problem-solving... of intuition and decision-making... of the authors' industry and classroom/research experience...with current real-world examples and online practice.

- Building Intuition boxes provide a statement of an important finance concept along with an intuitive example or explanation to help the student "get" the concept.
- Learning by Doing applications contain standard quantitative problems with step-by-step solutions to help students better understand how to apply their intuition and analytical skills to solve important problems.
- Decision-Making Examples emphasize the decision-making process along with computation and provide students at all levels with experience in financial decision-making.
- Learning Objectives identify the most important material for students to understand while reading the chapter.
- Chapter Opener Vignettes describe a real company application to illustrate concepts that will be presented in the chapter.

**Contents:** The Financial Manager and the Firm; The Financial Environment and the Level of Interest Rates; Financial Statements, Cash Flows, and Taxes; Analyzing Financial Statements; The Time Value of Money; Discounted Cash Flows and Valuation; Risk and Return; Bond Valuation and the Structure of Interest Rates; Stock Valuation; The Fundamentals of Capital Budgeting; Cash Flows and Capital Budgeting; Evaluating Project Economics and Capital Rationing; The Cost of Capital; Working Capital Management; How Firms Raise Capital; Capital Structure Policy; Dividends and Dividend Policy; Business Formation, Growth, and Valuation; Financial Planning and Forecasting; Options and Corporate Finance; International Financial Management.

**Readership:** Suitable for a 3rd year undergraduate/MBA/MSc course in Corporate Finance, Financial Management or Managerial or Business Finance

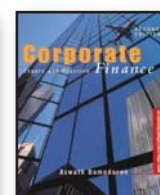
**Supplements:** For Students: Student Web Quizzes, WileyPLUS, Study Guide, Student Companion Website, WebCT and Angel

**For Lecturers:** WileyPLUS, Aplia, Instructor's Companion Website including Test Bank, Computerized Test Bank, Instructor's Manual, PowerPoint Slides, Business Extra Select, WebCT and Angel

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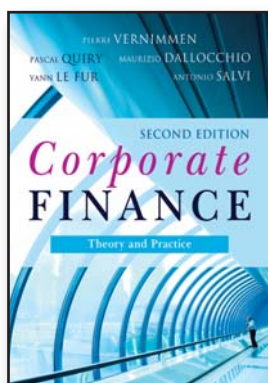
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Corporate Finance: Theory and Practice,  
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by Pierre Vernimmen - 9780470721926

Corporate Finance: Theory and Practice,  
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by Aswath Damodaran - 9780471283324

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## Corporate Finance

Theory and Practice, 2nd Edition

PIERRE VERNIMMEN, PASCAL QUIRY, YANN LE FUR, HEC, France, MAURIZIO DALLOCCCHIO and ANTONIO SALVI, both of Bocconi University, Italy

A well established textbook with a European focus!

The book, the website [www.vernimmen.com](http://www.vernimmen.com) and the Vernimmen.com newsletter are all written and created by an author team who are both investment bankers/corporate financiers and academics. It covers the theory and practice of Corporate Finance from a truly European perspective. It shows how to use financial theory to solve practical problems and is written for students of corporate finance and financial analysis and practising corporate financiers. Corporate Finance is split into four sections and covers the basics of financial analysis; the basic theoretical knowledge that you will need to value a firm; the major types of financial securities: equity, debt & options and finally financial management which shows you how to organise a company's equity capital, buying and selling companies, M&A, bankruptcy and cash flow management.

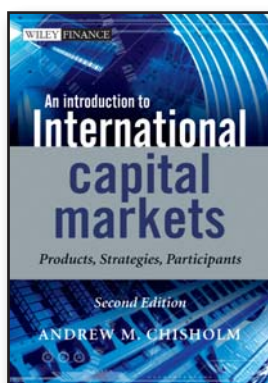
- New coverage on shareholder value
- Expanded coverage of Leveraged Buyouts
- Expanded discussion of management of risk
- New chapter on corporate governance
- All graphs and examples will be updated with latest figures
- Countries to be covered by statistics and examples: China, Japan, India, USA, France, Germany, Italy, Spain, United Kingdom, Brazil, Russia. (Netherlands, Poland, Scandinavia, Switzerland to be deleted).

**Readership:** Core courses in Corporate Finance taken by MBA, Masters in Finance and final year undergrads

**Supplements:** Vernimmen Community Website featuring: Recent statistics, charts, formulas and spreadsheets. A corporate finance glossary with over 1200 terms. Financial lexicon with translations of key terms in English/American, French, German, Italian and Spanish. Company profiles, articles, public offer filings and thesis topics. Case studies and quizzes. Free monthly e-newsletter featuring new research, features, Q&A's.

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## Introduction to Capital Markets

Products, Strategies, Participants, 2nd Edition

ANDREW A. CHISHOLM, Consultant, UK

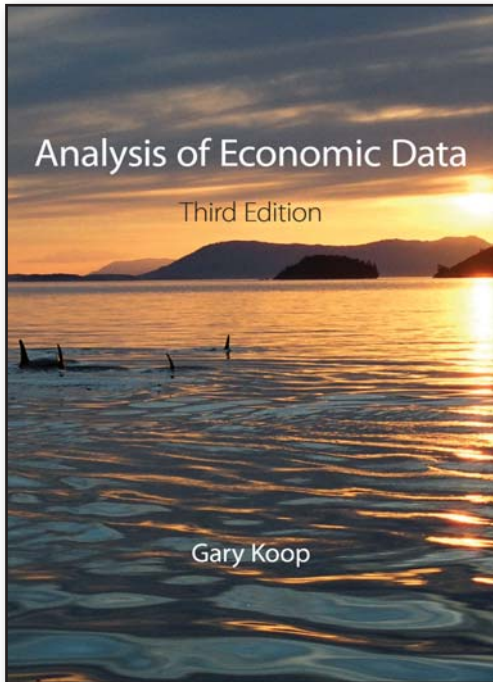
Describing how the key products and markets work, who the principal participants are and their overall goals and objectives, Andrew Chisholm provides a thorough overview of the global capital markets. The book covers both equity and debt instruments as well as the principal derivative products. In a step-by-step fashion, making extensive use of real-world cases and examples, it explains the application of interest rate and equity swaps, financial futures, equity options and options on currencies and interest rates. An extensive glossary explains concisely many of the 'jargon' expressions used in the financial markets.

**Contents:** Introduction: The Market Context; The Money Markets; The Foreign Exchange Market; Bond Markets; Bond Price Sensitivity; The Yield Curve; Credit Markets and Securitization; Equity Markets; Equity Analysis and Valuation; Cash Flow Models in Equity Valuation; Interest Rate Forwards and Futures; Bond Futures; Interest Rate Swaps; Interest Rate Swap Valuation; Equity Index Futures and Swaps; Fundamentals of Options; Option Valuation Models; Option Pricing and Risks; Option Strategies; Currency and Interest Rate Options; Credit Derivatives; Glossary of Financial Terms; Useful Internet Sites; Further Reading.

**Readership:** MBA finance students.

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# Analysis of Economic Data

3rd Edition

PROFESSOR GARY KOOP, University of Strathclyde

A new edition of a successful textbook on the analysis of economic data!

*Analysis of Economic Data* teaches methods of data analysis to students whose primary interest is not in econometrics, statistics or mathematics. It shows students how to apply econometric techniques in the context of real-world empirical problems. It adopts a largely non-mathematical approach relying on verbal and graphical intuition and covers most of the tools used in modern econometrics research e.g. correlation, regression and extensions for time-series methods. It contains extensive use of real data examples and involves readers in hands-on computer work.

- The text has been revised to include more examples throughout.
- Chapter 2 has been expanded to include instruction on how to set up graphs and tables, as well as more material on descriptive statistics and related topics such as index numbers.
- More material on financial volatility has been provided in Chapter 11.
- Additional empirical project topics and data sets are provided in Appendix A.
- A clear departure from traditional econometric textbooks, relying less on mathematics and more on verbal intuition and graphical methods for understanding.
- Covers most of the tools and models used in modern econometrics research e.g. correlation, regression and extensions for time-series methods.
- Contains extensive use of real data examples and involves readers in hands-on computer work.

**Contents:** Introduction; Basic Data Handling; Correlation; An Introduction to Simple Regression; Statistical Aspects of Regression; Multiple Regression; Regression with Dummy Variables; Regression with Time Lags: Distributed Lag Models; Univariate Time Series Analysis; Regression with Time Series Variables; Applications of Time Series Methods in Macroeconomics and Finance; Limitations and Extensions; Appendices; Index.

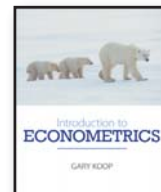
**Readership:** *Analysis of Economic Data* is written primarily for undergraduate students taking introductory courses in the analysis of economic data. These courses can appear at different stages of the undergraduate curriculum i.e. first, second or third year. It is also highly relevant for students taking this course at MBA level.

**Supplements:** A Lecturer Companion Website will be available containing datasets, PowerPoint Slides, sample exam questions, and answer sheets for problems.

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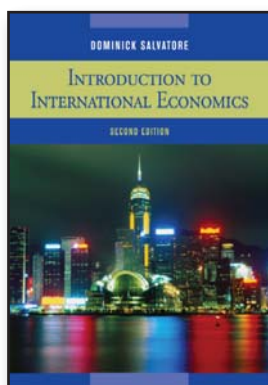


Introduction to Econometrics  
by Gary Koop - 9780470032701



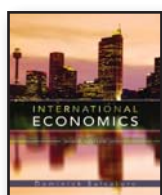
Undergraduate Econometrics,  
3rd Edition  
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216pp  
Spring 2009  
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£28.99/€39.20



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## Also Available:



International Economics,  
9th Edition  
by Dominick Salvatore -  
9780471794684

## Introduction to International Economics

2nd Edition

DOMINICK SALVATORE, Fordham University

*Introduction to International Economics, 2nd edition* has been revised and updated to deliver the most current information on today's global economy for a one-semester course. Renowned educator and author, Dominick Salvatore provides a clear presentation with several case studies per chapter to make difficult economic principles easy to understand, in a real-world context.

- Five **NEW** sections have been added to reflect the further globalization of the world economy. These are: We live in a Global Economy, the Globalization Challenge, The International Flow of Labor and Capital, International Organizations and the World Economy, and Outsourcing, Off shoring, and Fear of Globalization.
- In-depth analysis of the most serious economic problems facing the world today and an evaluation of the policy options available to deal with them.
- **NEW content** on the benefits and challenges of the rapid globalization of the world economy, competition from emerging markets, dollar-euro exchange rates, and the increased interdependence of world financial markets, is now included in several trade and finance sections and case studies

**Contents:** Introduction; Comparative Advantage; The Standard Trade Model; The Heckscher-Ohlin and Other Trade Theories; Trade Restrictions: Tariffs; Nontariff Trade Barriers and the Political Economy of Protectionism; Economic Integration; Growth and Development with International Trade; International Resource Movements and Multinational Corporations; The Balance of Payments; The Foreign Exchange Market and Exchange Rates; Exchange Rate Determination; Automatic Adjustments with Flexible and Fixed Exchange Rates; Adjustment Policies; Flexible versus Fixed Exchange Rates, European Monetary System, and Macroeconomic Policy Coordination; The International Monetary System: Past, Present, and Future.

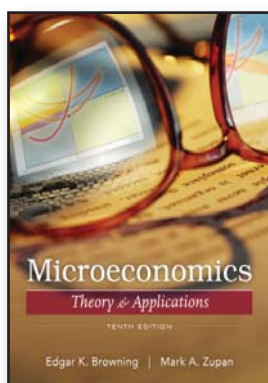
**Supplements:** For Students: Study Guide, WebCT/BlackBoard/Angel

For Lecturers: Test Bank; WebCT/BlackBoard/Angel, Business Extra Select, Instructor's Companion Website containing an Instructor's Manual with Tests and PowerPoint Presentations.

**Readership:** 3rd year undergraduate International Economics course

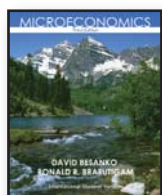
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by David Besanko -  
9780470234600

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Theory & Applications, 10th Edition

EDGAR K. BROWNING, Texas A & M University, MARK A. ZUPAN, University of Arizona

The 10th edition of Browning and Zupan's *Microeconomics: Theory and Applications* continues to motivate students and introduce them to current thinking in the field. This book appeals to students and instructors alike because of its accessibility, large number of applications, and the clear step-by-step manner in which graphs are introduced. In this new edition, the authors have included more applications and mathematical material to reinforce students' understanding of basic microeconomic principles. This knowledge of microeconomic theory will serve as an essential foundation any business major or those preparing for a future career as a business professional.

- Greater emphasis on mathematics. Optional mathematical sections previously found in chapter appendices have now been integrated into chapter content for a greater emphasis and coordination with real-world content.
- Correlated APLIA content. Created by economist Paul Romer, APLIA provides students and professors with: Highly interactive problem sets, Tutorials, News analyses, Readings, Experiments, Automated grading and tracking of homework, Quick creation of assignment lists. Nearly effortless management of online course materials. Students need a registration code packaged with their book. For more info, visit [www.aplia.com](http://www.aplia.com).

**Contents:** An Introduction to Microeconomics; Supply and Demand; The Theory of Consumer Choice; Individual and Market Demand; Using Consumer Choice Theory; Exchange, Efficiency, and Prices; Production; The Cost of Production; Profit Maximization in Perfectly Competitive Markets; Using the Competitive Model; Monopoly; Product Pricing with Monopoly Power; Monopolistic Competition and Oligopoly; Game Theory and the Economics of Information; Using Noncompetitive Market Models; Employment and Pricing of Inputs; Wages, Rent, Interest, and Profit; Using Input Market Analysis; General Equilibrium Analysis and Economic Efficiency; Public Goods and Externalities.

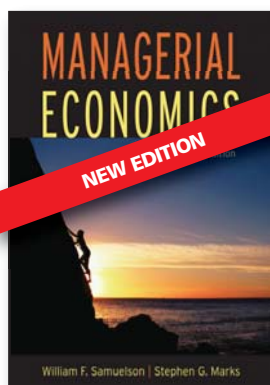
**Readership:** Students taking an intermediate microeconomics course.

**Supplements:** WileyPLUS, Business Extra Select, Solutions Manual, Business Simulations, Business Simulations Instructor's Manual, PowerPoint Slides, BlackBoard, Angel, WebCT, Study Guide

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## Also Available:



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4th Edition by David Besanko -  
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## Managerial Economics

6th Edition

WILLIAM F. SAMUELSON and STEPHEN G. MARKS, both of Boston University

Known for its consistent emphasis on decision-making, Samuelson & Mark's 6th edition provides a detailed introduction of managerial economics for undergraduates, MBAs, and executives, alike. Each chapter opens with a description of a managerial problem that challenges the reader and concludes by revisiting and analyzing the decision.

In addition to its inclusion of real-world applications and problems, The 6th Edition has been revised to incorporate up-to-date coverage of international topics and e-commerce. This new edition offers the framework and economics tools necessary to prepare students for better decision-making in a future managerial role.

**Contents:** Introduction to Economic Decision Making; Optimal Decisions Using Marginal Analysis; Demand Analysis and Optimal Pricing; Estimating and Forecasting Demand; Production; Cost Analysis; Perfect Competition; Monopoly; Oligopoly; Game Theory and Competitive Strategy; Regulation, Public Goods, and Benefit-Cost Analysis; Decision Making under Uncertainty; The Value of Information; Asymmetric Information and Organizational Design; Bargaining and Negotiation; Auctions and Competitive Bidding; Linear Programming.

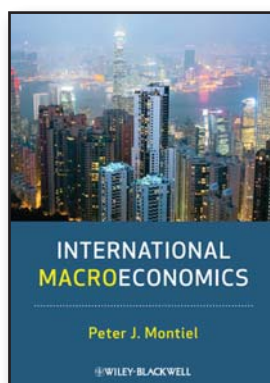
**Readership:** Students taking a course in Managerial Economics

**Supplements:** Lecturer Supplements: WebCT/BlackBoard/Angel, Business Extra Select, Instructor's Companion Website, Instructor's Manual with Tests, Test Bank, Computerized Test Bank, PowerPoint Slides

**Student Supplements:** Study Guide, WebCT/BlackBoard/Angel, Business Extra Select

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## International Macroeconomics

PETER J. MONTIEL, Williams College, USA

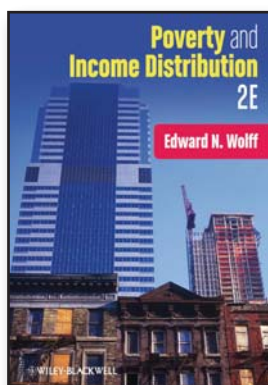
*International Macroeconomics* provides students with an analytically rigorous introduction to exchange rates and their impact in macroeconomics.

- Presents a uniquely unified, single model approach to macroeconomics
- Guides the reader through a broad range of policy issues, historic cases, institutions, and specific countries
- Offers an extensive overview of macroeconomics within an international context
- Provides a strong policy orientation by an author who worked for many years at the IMF
- Is supported by a website with extensive solutions for the problem sets, PowerPoint slides, and updated key data

**Contents:** Overview of the Book; Open-Economy Macroeconomic Accounting; Macroeconomic Influences on the Foreign Exchange Market; The Macroeconomic Framework; The Classical Gold Standard; Gold Standard Macroeconomics; The Bretton Woods System; Macroeconomics under Soft Pegs and Imperfect Capital Mobility; Fixed Exchange Rates in a Financially Integrated World; Floating Exchange Rates I: Transitory Shocks; Floating Exchange Rates II: Intermediate and Permanent Shocks; Floating Exchange Rates III: Exchange Rate Dynamics; Long-Run Equilibrium under Floating Exchange Rates; Floating Exchange Rates with Short-Run Price Flexibility; Choosing an Exchange Rate Regime; The International Financial Architecture; G-8 Policy Coordination; Monetary Unification; Intertemporal Issues in International Macroeconomics.

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## Poverty and Income Distribution

EDWARD N. WOLFF, New York University, USA

*"The quality of this text is outstanding, both as a textbook and as a reference for professional economists."*

KEITH BENDER, University of Wisconsin-Milwaukee

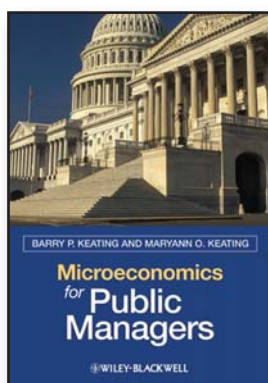
Written by a leading scholar in the field, this updated edition provides a thorough introduction to the topic of income distribution and poverty, with additional emphasis on the issues of inequality and discrimination.

- Features an empirical focus throughout, with optional econometric studies and sections on basic statistics to aid students learning
- International in scope, with comparisons between the US, Canada, Western Europe, and Japan
- Will appeal to a broad range of readers in economics, sociology, public policy, and political science
- Supplies a self-contained course on income distribution, inequality, and poverty
- A website is available containing PowerPoint slides and solutions to problem sets

**Brief Contents:** Preface; Introduction: Issues and Scope; Part I. Inequality, Poverty, and Mobility: Measurement and Trends; Income, Earnings, and the Standard of Living; Income Inequality: Its Measurement, Historical Trends, and International Comparisons; Poverty: Definitions and Historical Trends; Household Wealth; Economic Mobility; Part II. Explanations of Inequality and Poverty: The Labor Force, Employment, and Unemployment; The Role of Education and Skills; Unions, Dual Labor Markets and Structural Models of Earnings; The Role of Savings and Intergenerational Transfers in Explaining Wealth Inequality; Sources of Rising Earnings Inequality; Part III. Discrimination: Discrimination: Meaning, Measurement, and Theory; Racial Discrimination: Progress and Reversal for African-Americans; The Gender Wage Gap and Occupational Segregation; Part IV. The Role of Public Policy on Poverty and Inequality; 15. Public Policy and Poverty Alleviation; The Redistributive Effects of Public Policy; Index.

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## Microeconomics for Public Managers

BARRY P. KEATING, University of Notre Dame, USA & MARYANN O. KEATING, Indiana University, USA

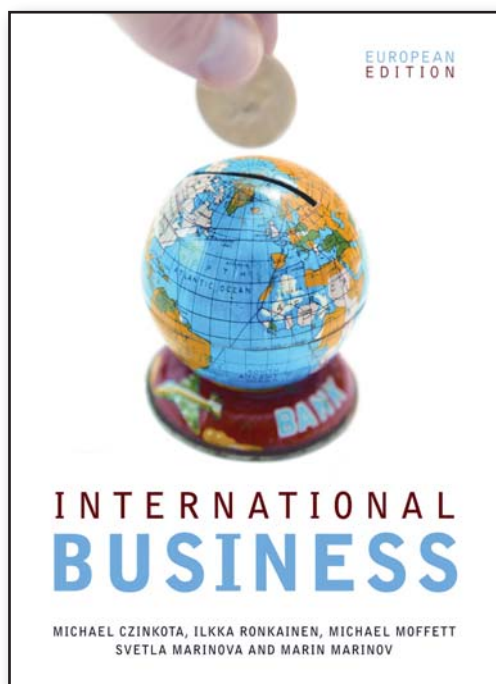
Designed for students, this unique text presents a rigorous introduction to the study of microeconomics for managers of not-for-profit enterprises and public institutions.

- Provides an introduction to the economist's toolkit for students destined for philanthropic organizations, universities, various levels of government, and other non-profit entities
- Topics are selected for their relevance to the non-profit sector, enabling key issues to be covered in greater depth than standard microeconomic textbooks
- Utilizes pertinent case studies and cost-benefit analysis throughout
- Features end-of chapter problem sets and study questions
- Describes economic decision-making applicable to non-profit managers

**Contents:** List of Figures; List of Tables; Preface; Acknowledgments; Organizational Alternatives; Part I: Institutional Setting; Managerial Economics in Public and Nonprofit Administration: An Overview; Characteristics of the Government and Private Nonprofit Sectors; Part II: Consumer Theory and Public Goods; Demand and Supply; Estimating Client Choice; Market Failure and Public Choice; Part III: Production Theory and Public Administration; Production and Costs; Market Structure in Government and Nonprofit Industries; Selecting the Right Niche and Setting Client Fees; Strategic Goals: If Not Profit, What?; Part IV: Input Markets and Cost-Benefit Analysis; Employing Labor and Capital; Cost-Benefit Analysis; Index.

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## International Business

European Edition

MICHAEL CZINKOTA, Georgetown University/University of Birmingham, ILKKA RONKAINEN Georgetown University, MICHAEL MOFFETT Thunderbird School of Global Management, SVETLA MARINOVA University of Birmingham and MARIN MARINOV University of Gloucestershire

Presenting an up-to-date and complete exploration of international business issues and practice, the text is built upon a strong foundation of theory and includes current examples, cases and insights showing how global businesses apply these concepts. The text examines the role and impact of culture and also includes numerous current world maps, helping learners develop and refine a global perspective.

Building on the strengths of the original work, the new text takes a more critical approach and covers topics that are included in European international business courses, eg, The Nature of International Business, Economic Integration, International Financial Markets and Emerging Issues in International Business.

- New European and global examples throughout
- European and global case studies with questions at the end of each chapter
- Condensed from 20 to 14 chapters to better fit course structures
- Includes a part dedicated exclusively to fifteen case studies which detail relevant cases from around the world
- Full colour presentation

**Contents:** Preface Part One: International Business Environment Chapter 1: The Nature of International Business Chapter 2: Theory of Trade and Investment Chapter 3: Culture Chapter 4: Political and Legal Environment Part Two: International Business and Markets Chapter 5: International Financial Markets Chapter 6: Economic Integration Chapter 7: Emerging Markets Part Three: International Business Strategy Chapter 8: Entry and Expansion Chapter 9: Strategic Planning, Organization, Implementation and Control Part Four: International Business Operations Chapter 10: Marketing, Logistics and Supply Chain Management Chapter 11: Financial Management Chapter 12: International Human Resource Management Chapter 13: Corporate Governance, Accounting and Taxation Part Five: Future Chapter 14: Emerging Issues in International Business Part Six: Cases

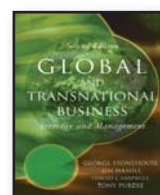
**Readership:** Essential reading for students studying International Business at undergraduate and/or postgraduate level

**Supplements:** Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides, self quizzing, video and audio clips

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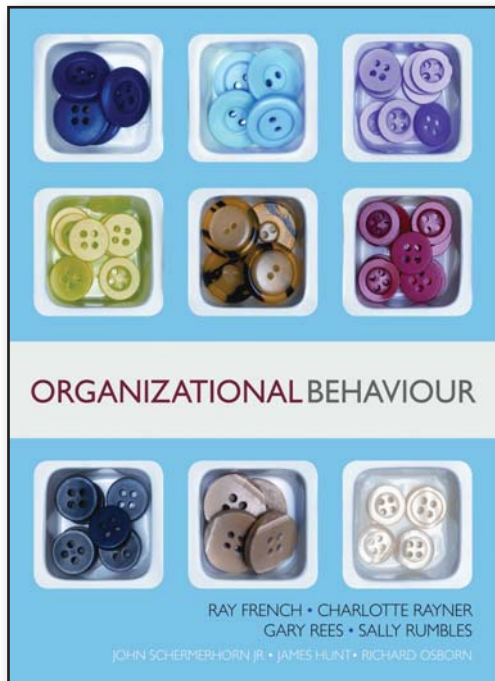
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### Also Available:



Global and Transnational Business: Strategy and Management, 2nd Edition by George Stonehouse - 9780470851265

9780470510292  
688pp  
Spring 2009  
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£39.99/€54.00



## Organizational Behaviour

RAY FRENCH, CHARLOTTE RAYNER, GARY REES and SALLY RUMBLES, all of the University of Portsmouth

*"At last we have a text which is strong on both theory and productive, meaningful examples."*

Tony Dawson,  
Liverpool John Moores University

The authors combine a managerial approach, aimed to help existing and aspiring managers meet increasingly challenging performance targets, with a rounded and critical perspective, that questions and looks deeper into the research behind the theories. Their concise coverage of the core topics can be applied to both one-semester and year-long teaching and learning patterns. In addition, this colourful and well-presented text includes full journal articles at the end of each section and excellent case material.

- Reinforces the critical approach
- Refers to alternative theoretical perspectives, in parallel to the introduction of worldwide cases and examples
- Includes examples from across all sectors including small businesses and not-for-profit organizations
- Features real world examples in Opening Vignettes, OB in Action boxes, and numerous short and longer case studies
- Includes 'Effective Manager' boxes that offer practical advice and checklists Research in Action boxes link to additional journal articles available on the book companion website

**Brief Contents:** PART 1 INTRODUCTION; 1. What is Organizational Behaviour? JOURNAL ARTICLE; PART 2 INDIVIDUAL DIFFERENCES AND WORK PERFORMANCE; 2. Individual attributes and their effects on job performance; 3. Learning, Reinforcement and Self-Management; 4. Motivation and Empowerment; 5. Job Design, Goal Setting and Flexible Work Arrangements; JOURNAL ARTICLE; PART 3 MANAGING GROUP DYNAMICS AND TEAM PERFORMANCE; 6. Groups and Teams; JOURNAL ARTICLE; PART 4 MANAGING ORGANIZATIONAL PROCESS AND PERFORMANCE; 7. Organizational Structure and Design; 8. Organizational Culture; 9. Leadership; 10. Power, Politics and Decision-Making in Organizations; 11. Communication, Conflict and Negotiation in Organizations; 12. Organizational Change; JOURNAL ARTICLE; PART 5 CASE STUDIES

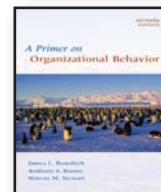
**Readership:** Core Organizational Behaviour course for undergraduate and postgraduate students

**Supplements:** Instructor and Student Companion websites including solutions to all exercises and questions, case teaching notes, powerpoint slides, testbank, additional journal articles with accompanying questions, and audio and video resources. Students can also access self assessments, quizzes and an online glossary.

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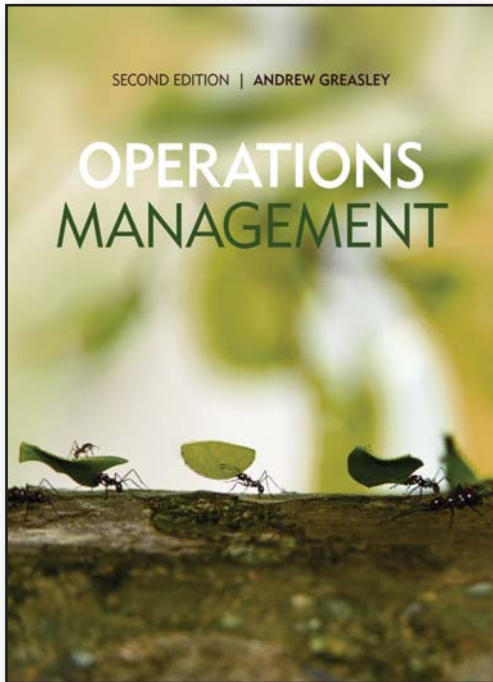
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# Operations Management

2nd Edition

ANDREW GREASLEY, Aston University Business School

*"A concise and well written introduction to operations management."*

Dr John D. Lamb,  
University of Aberdeen Business School

Operations Management is a modern success story that plays an essential role in any organisation. Andrew Greasley provides a clear and accessible introduction to this important area of study, focusing on all key areas of operations in both manufacturing and service industries.

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**Readership:** Core undergraduate and MBA courses in operations management

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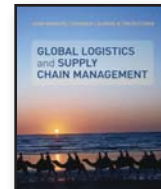
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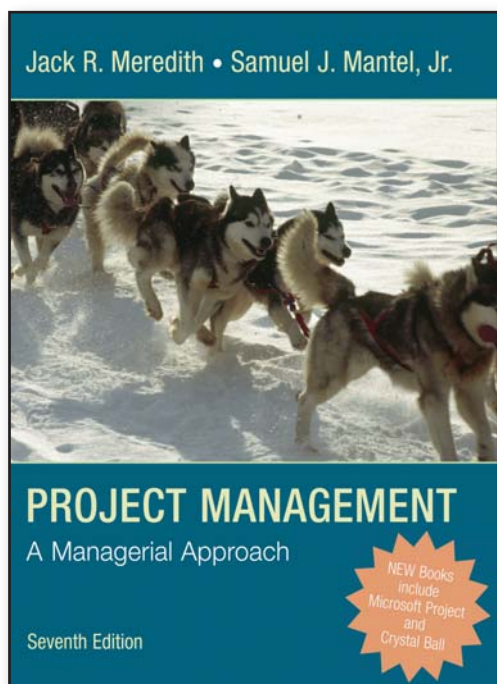


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## Project Management

A Managerial Approach 7th Edition

JACK R. MEREDITH, University of Cincinnati,  
SAMUEL J. MANTEL, University of Cincinnati

Meredith and Mantel have drawn from personal experiences in the workplace to develop a text that teaches the reader how to build upon skills necessary to selecting, initiating, operating, and controlling all types of projects. Suitable for students and professionals alike, *Project Management 7th Edition* equips the reader with the tools essential to effective project management.

- The project life cycle remains the primary organizational guideline of the book
- Includes material concerning the major areas of the Project Management Body of Knowledge (PMBOK) as defined by the PMI
- Text material is based on the managers and students who helped solidify ideas about proper methods for managing projects and proper ways of teaching the subject
- Free trial editions of 'Crystal Ball' and 'Microsoft Project' are included in each new copy of the book

Updated and revised, the new edition features current coverage of topics such as: Six-Sigma, Ethics, Charting and Partnering, The Role of the Project Management Office, SAP and Stage Gates

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**Readership:** 1 or 2 Semester undergraduate courses in project management. MBA Students

**Supplements:** Instructor and Student Companion Websites including powerpoint slides, instructors manual, additional cases, testbank and simulations.

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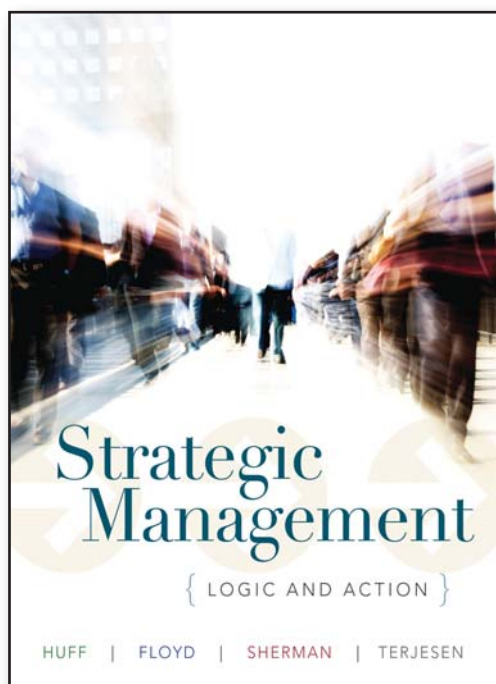
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Project Management in Practice, 3rd Edition  
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## Strategic Management

Logic and Action

ANNE SIGISMUND HUFF, Univ. of Illinois at Urbana-Champaign, STEVEN W. FLOYD, HUGH D. SHERMAN, Southampton College of Long Island Univ., SIRI TERJESEN

Students are already strategists in their personal lives. This concise text, intended primarily for advanced undergraduate and MBA students, provides students with the know-how to apply effective strategies in their future careers. *Strategic Management: Logic and Action* provides a wide range of organizational examples along with worksheets at the end of each chapter. Students are encouraged to use the Web as a source of information, but to also interview people to assess actions within the context of organizations.

- Chapter Case Vignettes to inspire class discussion and facilitate critical thinking
- Chapter Worksheets to facilitate analysis from cases, online resources, and first-hand experience
- Web Exercises to give students the opportunity to explore and apply what they have learned.

**Contents:** 1. Introduction. 2. Defining Strategy. 3. Developing Resources. 4. Serving Customers. 5. Seeking Opportunity. 6. Competing with Rivals. 7. Specifying a Business Model. 8. Considering Corporate Strategy. 9. Thinking Global. 10. Accepting Responsibility. 11. Ensuring Execution. 12. Managing Knowledge. 13. Providing Leadership. Epilogue.

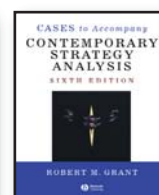
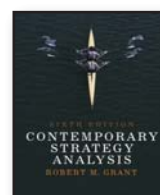
**Readership:** Advanced undergraduate and MBA courses in Strategic Management

**Supplements:** Instructor Companion website including instructors manual, testbank, powerpoint slides and suggested cases.

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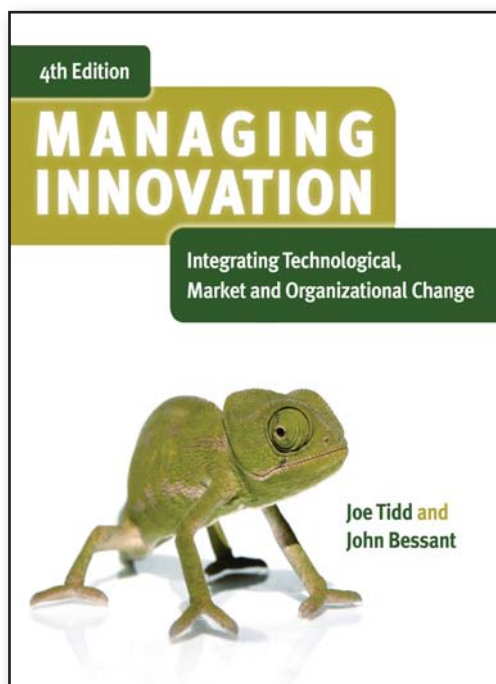


Contemporary Strategy Analysis, 6th Edition  
by Rob Grant - 9781405163095

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6th Edition by Rob Grant - 9781405163101

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# Managing Innovation

Integrating Technological, Market and Organizational Change, 4th Edition

JOE TIDD, (SPRU) University of Sussex, JOHN BESSANT, Imperial College

*"Innovation matters and this book by two leaders in the field which is clear and practical as well as rigorous should be essential reading for all seeking to study or to become involved in innovation."*

Chris Voss,  
Professor of Operations and Technology Management,  
London Business School

**Managing Innovation** is an established best-selling text for MBA, MSc and advanced undergraduate courses on management of technology, innovation management and entrepreneurship. The 4th edition continues to offer a complete framework for thinking about innovation across technological, market and organizational perspectives, while integrating the latest developments in the management of innovation field. Building on extensive user feedback, the new edition features new globally-focused case illustrations, expanded discussion of contemporary issues in innovation and improved online lecturer support.

- Provides a balanced approach to the management of innovation including market and organizational as well as technological issues
- Draws on the latest research in innovation management and includes case studies

Improvements and new features of the 4th Edition are based on the feedback of faculty, students and other users of the first three editions, and the authors own collective experiences:

- Research and case studies fully updated
- A clearer model of innovation, structure to the text and mapping of the key topics
- Throughout the text, 'Views from the Front Line' commentary from practising managers of innovation, and 'Research Notes' summaries of the very latest evidence and reviews of contemporary topics

**Contents:** INTRODUCTION Why innovation is important, and types of innovation. Models and a process for innovation. CONTEXT Creating an innovative organization. Developing a strategy for innovation SEARCH What? Identifying triggers and sources of innovation. How? Exploiting networks of innovation. SELECT Making decisions under uncertainty. Innovation Forecasting and Business Planning. IMPLEMENT Developing new products, projects and services. Exploiting corporate, joint and new ventures. CAPTURE Capturing the Economic and Social Benefits of Innovations. Assessing and improving innovation performance

**Readership:** Advanced undergraduate and MBA courses on management of technology, innovation management and entrepreneurship

**Supplements:** Comprehensive resource package including audio and video clips, additional global case material, games and exercises, tools for innovation, teaching guides and tips, powerpoint slides and reflection and review questions

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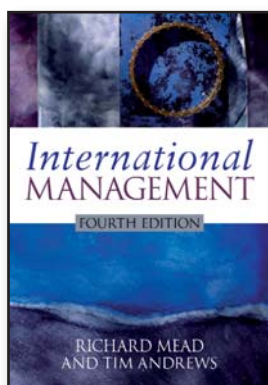
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**Managing Innovation, Design and Creativity,**  
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**Strategic Market Creation - A New Perspective**  
on Marketing and Innovation Management  
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Spring 2009  
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Spring 2009 • Pb  
£29.99/€40.50

## International Management

4th Edition

RICHARD MEAD, University of London, TIM G. ANDREWS, University of Strathclyde

As in previous editions of this popular text on cross-cultural management, students will find here an invaluable guide to key management theories, linked to practical examples from all round the world. The book's key distinctive feature remains its truly international profile, with current examples from the US, Europe, Asia and new perspectives in this edition from other regions.

- Discussion of cross-cultural models is updated by including the 'crossvergence' framework developed during the 1990s
- New research on organizational culture
- New material on the management of marketing/sales teams across borders and implications of cultural differences for expatriate managers and new cases from the Middle East, Latin America, Africa and Asia

The 4th edition retains the special appendix on how to write a successful dissertation or project

**Contents:** Chapter 1. INTERNATIONAL MANAGEMENT AND CULTURE, Case for PART ONE. PART TWO: CROSSCULTURAL MANAGEMENT, Chapter 2. ANALYSING CULTURES: MAKING COMPARISONS, Chapter 3. ANALYSING CULTURES: AFTER HOFSTED, Chapter 4. MOVEMENT IN THE CULTURE, Chapter 5. ORGANIZATIONAL CULTURE, Chapter 6. CULTURE AND COMMUNICATION, Chapter 7. MOTIVATION, Chapter 8. DISPUTE RESOLUTION AND NEGOTIATION, Chapter 9. FORMAL STRUCTURES, Chapter 10. INFORMAL SYSTEMS, Chapter 11. THE CULTURE AND POLITICS OF PLANNING CHANGE, Chapter 12. WHEN DOES CULTURE MATTER? THE CASE OF SMEs, Cases for PART TWO, PART THREE: INTERNATIONAL MANAGEMENT, Chapter 13. GLOBALIZATION AND LOCALIZATION, Chapter 14. PLANNING STRATEGY, Chapter 15. IMPLEMENTING STRATEGY AND APPLYING KNOWLEDGE, Chapter 16. E-COMMUNICATION, Chapter 17. FORMING AN INTERNATIONAL JOINT VENTURE, Chapter 18. OPPORTUNITY AND RISK: HEADQUARTERS AND SUBSIDIARY, Chapter 19. MANAGING HUMAN RESOURCES, Chapter 20. CONTROLLING BY STAFFING, Chapter 21. MANAGING EXPATRIATE ASSIGNMENTS, Chapter 22. THE EXPATRIATE BRAND MANAGER, Cases for PART THREE PART FOUR: CONCLUSIONS, Chapter 23. THE CULTURE OF THE SUBSIDIARY: CONVERGENCE AND DIVERGENCE, Chapter 24. ETHICS AND CORPORATE RESPONSIBILITY, Cases for PART FOUR

**Readership:** Advanced undergraduate and MBA business / management students

**Supplements:** On-line instructors manual, answers to end of chapter material and powerpoint slides

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## International Management Behavior

Leading with a Global Mindset

6th Edition

HENRY W. LANE, Northeastern University, MARTHA L. MAZNEVSKI, International Institute for Management Development, Lausanne and JOERG DEETZ, University of Western Ontario

The sixth edition of this popular international management text has been thoroughly revised to provide students with a concise introduction to the major management frameworks they need to understand. The cases and readings have been replaced by links and 'suggested reading' guides, allowing lecturers to use the text with their own selections from the literature.

The text remains rooted in current real-world management issues across a range of cultures and industry sectors. The frameworks and themes highlighted in each chapter guide the students in analysis of recent developments such as global teams and networks; organizational architecture; managing change and corporate social responsibility.

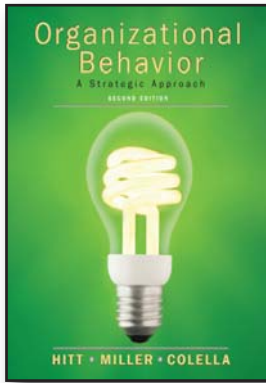
**Contents:** Chapter 1: The Global Manager, Chapter 2: Intercultural Effectiveness in Global Management, Chapter 3: The MBI Model for High Performance, Chapter 4: Managing Global Teams and Networks, Chapter 5: Executing Strategy, Chapter 6: Implementing People Management Systems, Chapter 7: Managing Change in Global Organizations, Chapter 8: Competing with Integrity in Global Business: Personal Integrity, Chapter 9: Competing with Integrity in Global Business: Organizational Integrity and Corporate Social Responsibility, Chapter 10: Conclusions

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**Readership:** Advanced undergraduate business and MBA students

**Supplements:** Instructor and Student Companion websites including instructors resource guide, testbank, powerpoint slides, end of part cases and self quizzing.

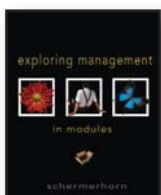
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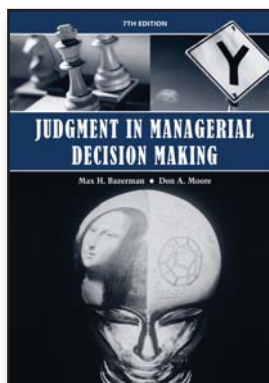
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**Readership:** Advanced undergraduate business and MBA students

**Supplements:** Instructor companion website with testbank

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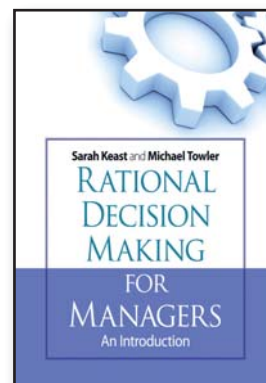
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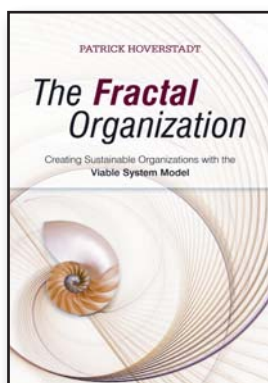
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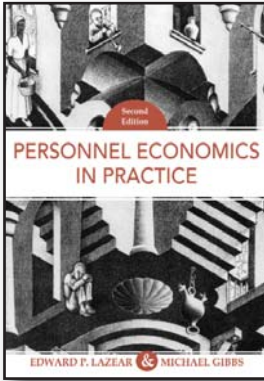
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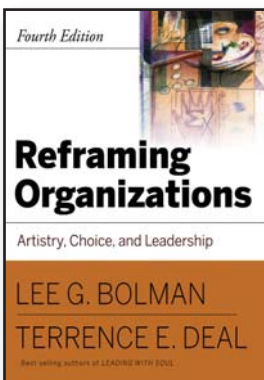
- Presents a rigorous analyses of traditional general management questions available, yet with emphasis on practical application of the ideas
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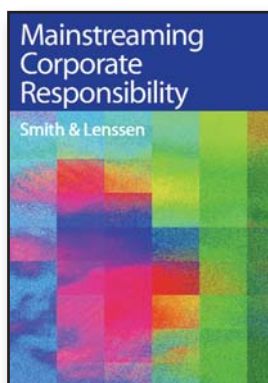
First published in 1984, Lee Bolman and Terrence Deal's best-selling book has become a classic in the field. The new edition contains a wealth of new examples from both the private and the nonprofit sectors. In addition, the book offers updated content and expanded discussions of self-managing teams, dramaturgical and institutional theory, change theory, the "blink" process, "black swans," and gay rights.

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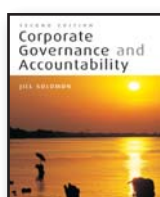
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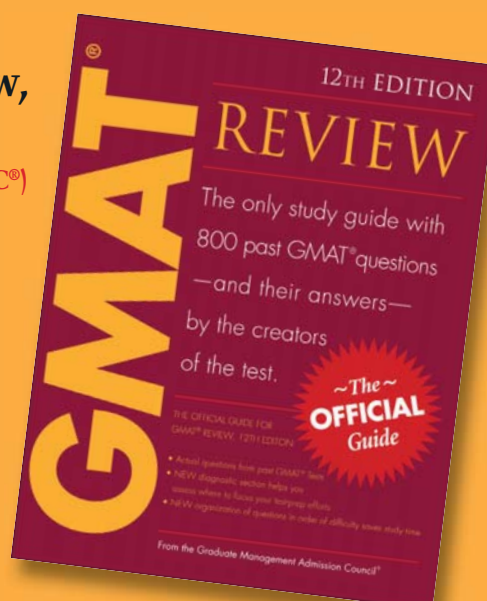
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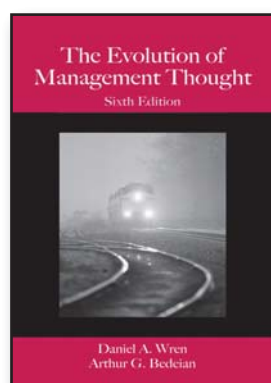
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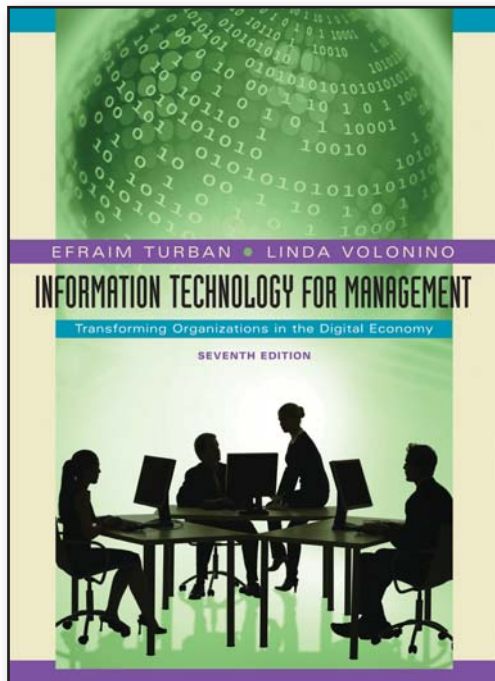
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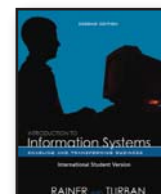
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**Supplements:** Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides, self quizzing, animations, tech guides, cases and simulations

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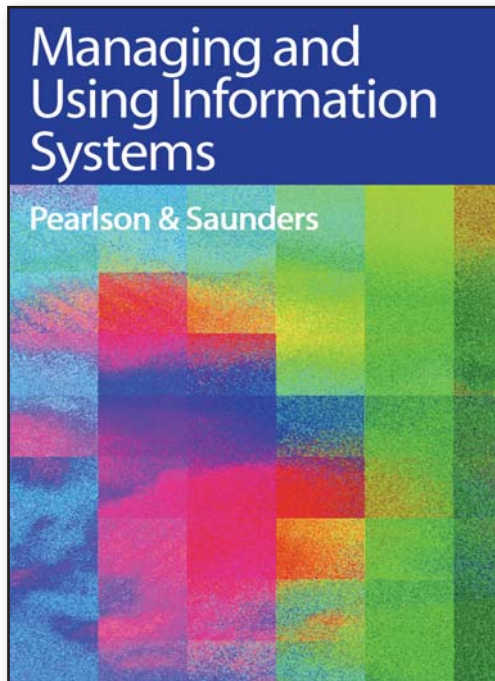
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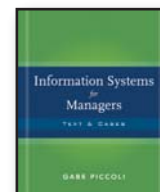
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**Supplements:** Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides, simulations, image library, student projects, on-line cases and teaching notes

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## The Architecture of Computer Hardware and System Software

An Information Technology Approach, 4th Edition

IRV ENGLANDER, Bentley College

Irv Englander provides a gentle approach to introduce MIS students to fundamental computer hardware, systems software, and data concepts. As in previous editions, the goal of this book is to provide the fundamentals of computer architecture which are essential to the workplace survival of Information Systems graduates. This text provides a careful, in depth, non-engineering introduction to the inner workings of modern computer systems. New advances have been built into the new edition in the areas of operating system design and computer interconnection.

- Provides students with an understanding of underlying, non-changing basics of computers
- Carefully and patiently introduces students to new technological concepts
- Examples cover a broad spectrum of hardware and software systems, from personal computer to mainframe
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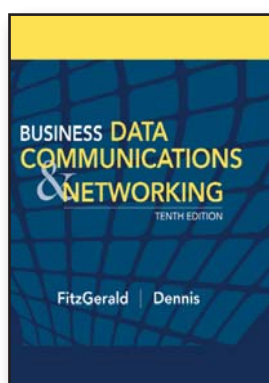
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**Readership:** Undergraduate Business, Management, MIS Students – IS Computer Architecture, Hardware & Software

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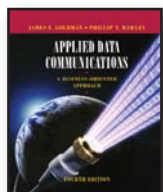
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## Business Data Communications and Networking

10th Edition

JERRY FITZGERALD, Jerry FitzGerald & Associates, ALAN DENNIS, The University of Georgia

Updated with the latest advances in the field, Jerry FitzGerald and Alan Dennis' 10th Edition of *Business Data Communications and Networking* continues to provide the fundamental concepts and cutting-edge coverage applications that students need to succeed in this fast-moving field. Authors FitzGerald and Dennis have developed a foundation and balanced presentation from which new technologies and applications can be easily understood, evaluated, and compared.

- Balanced coverage of the technical and managerial aspects of data communications
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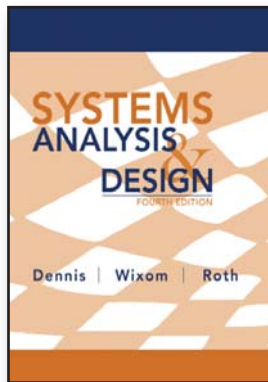
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**Readership:** Undergraduate Business, Management and MIS Students – IS Data Communications, Networking, Telecom

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## Systems Analysis and Design

4th Edition

ALAN DENNIS, The University of Georgia, ROBERTA ROTH, University of Northern Iowa,  
BARBARA HALEY WIXOM, University of Virginia, McIntyre School of Business

The 4th edition of *Systems Analysis and Design* continues to offer a hands-on approach to SA&D while focusing on the core set of skills that all analysts must possess. Building on their experience as professional systems analysts and award-winning teachers, authors Dennis and Wixom capture the experience of developing and analyzing systems in a way that students can understand and apply. With *Systems Analysis and Design 4th edition*, students will leave this course with experience that will form a rich foundation for further work as a systems analyst.

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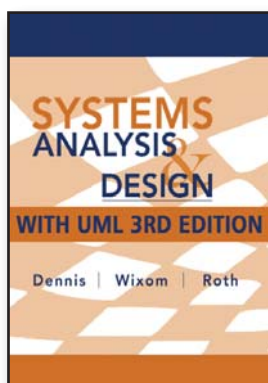
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3rd Edition

ALAN DENNIS, The Univ. of Georgia, BARBARA HALEY WIXOM, Univ. of Virginia, McIntyre School of Business, DAVID TEGARDEN, Virginia Tech

You can't truly understand Systems Analysis and Design (SAD) by only reading about it; you have to do it. In *Systems Analysis and Design, 3rd Edition* the authors offer a hands-on approach to actually doing SAD. Building on their experience as professional systems analysts and award-winning teachers, these three authors capture the experience of actually developing and analyzing systems. They focus on the core set of skills that all analysts must possess from gathering requirements and modeling business needs, to creating blueprints for how the system should be built.

- Written in UML: The text takes a contemporary, object-oriented approach
- Focus on doing SAD
- Rich examples of both success and failure using real companies
- Project approach: Each chapter focuses on a different step in the Systems Development Life Cycle (SDLC) process. Topics are presented in the order in which they are encountered in a typical project.

After presenting the how and what of each major technique, the text guides students through practice problems and then invites them to use the technique in a project.

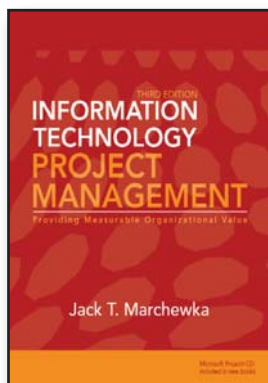
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## Information Technology Project Management

3rd Edition

JACK T. MARCHEWKA, Northern Illinois University

The Third Edition of Jack Marchewka's *Information Technology Project Management* focuses on how to create Measurable Organizational Value (MOV) through IT projects. The author uses the concept of MOV, combined with his own research, to create a solid foundation for making decisions throughout the projects lifecycle. The book's integration of project management and IT concepts provides students with the tools and techniques they need to develop in this field.

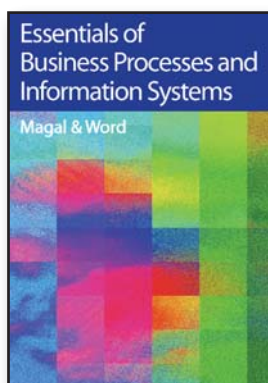
- Takes you through the different phases of the project life cycle and introduces the concepts and tools that are appropriate for each specific phase of the project
- Incorporates nine areas outlined in the Project Management Institutes Project Management Body of Knowledge (PMBOK) into the basic concepts associated with information systems management and software engineering
- Integrates a knowledge management approach throughout the book.
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## Essentials of Business Processes and Information Systems

SIMHA R. MAGAL, Grand Valley State University and JEFFERY WORD, SAP

This supplement text bridges the gap between the fundamentals of how businesses operate (processes) and the tools that business people use to accomplish their tasks (systems). The authors have developed this text for an introductory MIS or general business course to establish a fundamental understanding of business processes. Business students, regardless of their functional discipline, will be able to apply the real-world concepts discussed in this text immediately upon entering the workforce.

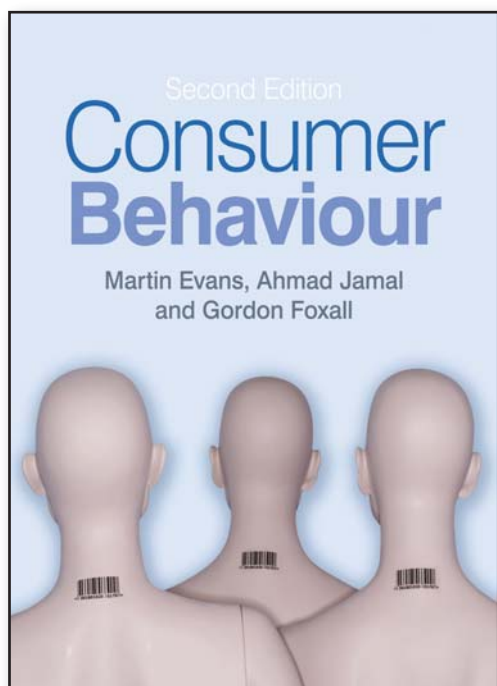
*Essentials of Business Processes and Information Systems* uses a blended-learning approach comprised of three unique aspects, in addition to standard textbook content:

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- **A 2-Step Learning Process:** Students will first execute processes on paper (i.e., create the process flowcharts and documents associated with the process) then execute them in a simulated SAP® environment.
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**Readership:** Designed for use as a supplement in courses on Intro to IS, Intro to Business, ERP. Can be bundled with a range of Wiley core IS/IT texts.

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## Consumer Behaviour

2nd Edition

MARTIN M EVANS, AHMAD JAMAL and  
GORDON FOXALL and all of Cardiff Business School

*"This innovative and student-friendly textbook combines theory with practical examples and illustrations to bring the study of consumer behaviour to life. I particularly like the 'think boxes' which encourage students to ponder issues as they read each chapter. The inclusion of key articles also provides students with a convenient means of delving deeper into issues to gain richer insights into consumer behaviour."*

Professor David Jobber,  
Bradford University School of Management

Building on the success of the first edition, the new edition of **Consumer Behaviour** has been fully revised and updated to be even more student friendly.

Through the author teams seven decades of teaching and researching experience they have discovered that the application of concepts via practical examples is the best delivery method for effective learning. **Consumer Behaviour** is a European text that is built around how students actually learn consumer behaviour.

Evans, Jamal and Foxall offer a mainstream consumer behaviour textbook, based on semesterised compulsory or optional modules on undergraduate and postgraduate business and marketing programmes. The student centred approach is manifested in the use of cases and exercises to be used in participative and applied ways, reflecting the clear trend towards student centred and application-based marketing courses.

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**Readership:** Students studying consumer behaviour on a business studies degree together with those on marketing degrees, especially Level 2 modules, HND programmes, MBA and postgraduate marketing courses.

**Supplements:** Instructor and Student Companion websites including instructors guide, test bank, media enhanced powerpoint slides, self quizzing, example TV adverts, audio and video clips and answers to end of chapter questions.

**Resources:** Available in Blackboard / WebCT and other Virtual Learning Environments

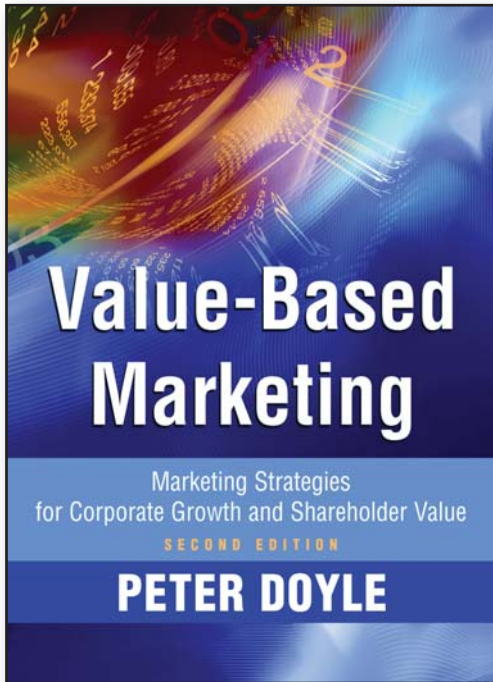
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## Value-based Marketing

Marketing Strategies for Corporate Growth and Shareholder Value, 2nd Edition

PETER DOYLE (deceased), formerly of Warwick Business School

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Fully updated and enhanced with new case studies and statistics, *Value-Based Marketing 2nd Edition* is an introduction to shareholder value analysis, essential for the marketing professional. While maintaining the original essence of the first edition, this book provides tools for developing marketing strategies to create optimal value, explains how marketing generates shareholder value, and shows how management can evaluate strategies to stimulate effective marketing. With contributions from well-respected international marketing experts, this book is ideal for marketing professionals, general managers and MBA students.

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  - Susan Hart – Strathclyde Business School
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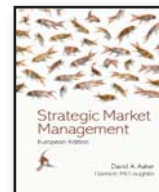
**PART III, Implementing High-Value Strategies;** 7. Building Brands; 8. Pricing for Value; 9. Value-Based Communications; 10. Value-Based Marketing in the Digital Age

**Readership:** Advanced undergrad/MBA courses in Strategic Marketing / Strategic Marketing Management

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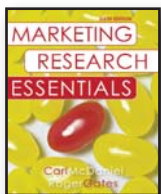
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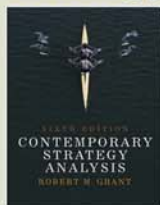
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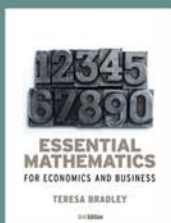


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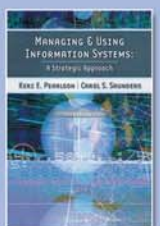


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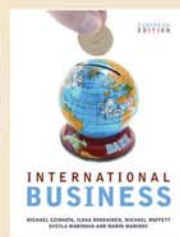
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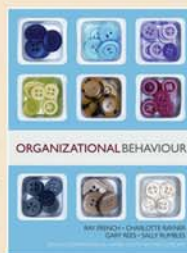


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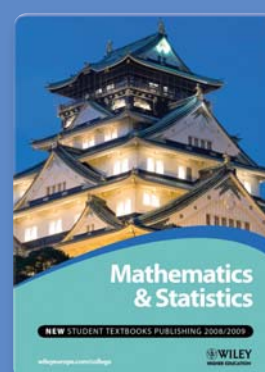
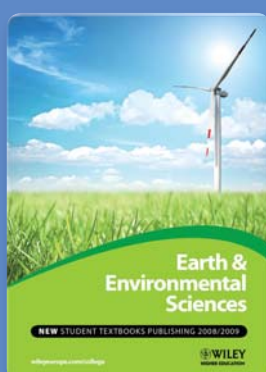
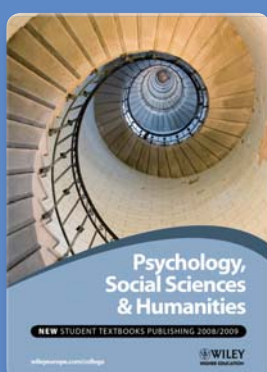
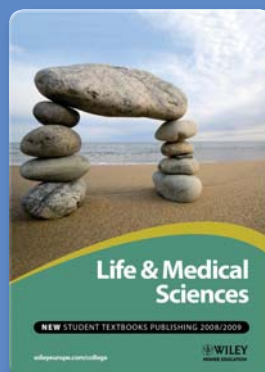
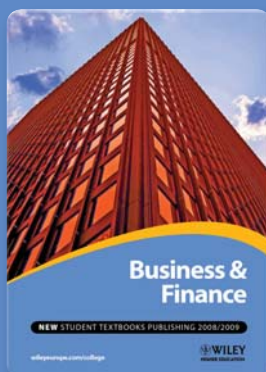
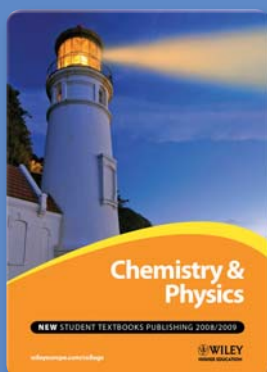
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