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VV2M08 - ZAYDEN MAYA

This best-selling comprehensive book conveys the relevance of sociology by presenting a timely collection of theories, research, and examples -- including its signature first-person accounts that open many chapters. These lived experiences are relevant to students and introduce themes that provide a framework for learning the chapter material. Kendall's vivid and inviting writing style, emphasis on applications, and eye for compelling current examples further highlight sociology's relevance to all students. Now in its eleventh edition, SOCIOLOGY IN OUR TIMES is acclaimed for being the first textbook to integrate race, class, and gender issues, and for its thorough presentation of sociological theory, including contemporary perspectives such as feminism and post-modernism. This edition focuses more on social/global change and on the contemporary world, presenting such current debates

as bullying and social media abuse, digital-age methods to increase school attendance, food trucks and the spread of culture, modern slavery, and weight bias. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This volume contains the papers presented at the Second International Conference on Frontiers in Intelligent Computing: Theory and Applications (FICTA-2013) held during 14-16 November 2013 organized by Bhubaneswar Engineering College (BEC), Bhubaneswar, Odisha, India. It contains 63 papers focusing on application of intelligent techniques which includes evolutionary computation techniques like genetic algorithm, particle swarm optimization techniques, teaching-learning based optimization etc for various engineering applications such as data mining, Fuzzy systems, Machine Intelligence and ANN, Web technologies and

Multimedia applications and Intelligent computing and Networking etc.

Using an innovative storytelling style to bring cases and legal concepts to life, *INTRODUCTION TO BUSINESS LAW, 5E* presents a full range of business law topics in a series of brief, quick-reading chapters. The text delivers succinct coverage of core business law topics, emphasizes the business applications of chapter concepts, and includes summarized cases to illustrate the point of law. The fifth edition includes all-new chapters on LLCs and employment discrimination, new Case Questions, and a new emphasis on social media issues throughout. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Master the human relation skills you need to become successful in today's workplace with one of the most widely used human relations texts available. *EFFECTIVE HUMAN RELATIONS* incorporates hundreds of examples of real human relations issues and practices in successful companies. This comprehensive 13th edition explores goal-setting, the root causes of negative attitudes, the use of personal branding and social media in the job market, emotional intelligence, positive psychology and happiness, and how companies create a dynamic company cultures. Self-assessments and self-development opportunities throughout the book teach you to assume responsibility for improving your personal skills and competencies. This text will help you gain the insights, knowledge and relationship skills you need to deal successfully with the wide range of people-related challenges in business today. It is a text you can continue to refer to throughout your life! Important Notice: Media content referenced within the product de-

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Quickly master English writing skills with *THE LEAST YOU SHOULD KNOW ABOUT ENGLISH: WRITING SKILLS, FORM C, Eleventh Edition*. Brief and uncomplicated, this text has helped students learn the basics of English writing for over thirty years with its clear, concise concept explanations and useful, relevant corresponding exercises. Topics include spelling, word choice, sentence structure, punctuation, paragraph and essay writing--as well as more advanced skills such as argumentation and quotation. Check your work easily with exercise answers located in the back of the book, making it an excellent writing resource even after the course has ended. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

"In *Mixed Company* combines theory, applications, and current research on small group communication in a conversational and engaging style. It is a comprehensive text and has been the market leading small group communication text for the last several editions. The 11th edition will continue to use abundant humor, engaging case studies, novel illustrations, dramatic and poignant examples, personal narratives and vivid stories, and colorful language to encourage students to keep reading. Maintaining the style, illustrations, and language while trimming the length will aid in the story that this is the most engaging and accessible small group communication text"--

The global business environment is rapidly changing due to shifts

in geopolitical alliances, active support of global international institutions in promoting market-oriented economic reforms, and advances in the development and use of information technology. **INTRODUCTION TO GLOBAL BUSINESS, 2e** addresses these challenges by providing a comprehensive analysis of the global business environment and lays the foundation for the functional tools used to better prepare you to manage the global business landscape. The text flows smoothly and clearly from concept to application, asking you to apply those learning skills into real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global business environment -- culture, ethics, economics, and information technology. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The market-leading European text on management accounting and comprehensive authority on all aspects of the subject has been streamlined and substantially redesigned in its 6th edition to make it even more suitable for the needs of today's student. The aim of the new edition is to explain the principles involved in the design and evaluation of management and cost accounting information systems. The emphasis in the book is on management accounting systems that will be used for internal decision-making purposes within an organisation, however, cost accounting systems for external reporting are also comprehensively covered. It has been brought up to date with the latest developments in the subject. Having been made stronger pedagogically with the addition of the answers to the questions and more real-world mini cas-

es, the text brings home the relevance of the subject matter to the real world of business.

This market-leading text takes a pragmatic approach emphasizing the strategic role of human resources. Comprehensive, research-based coverage includes all major topics identified on the Human Resource Certification Institutes Content Outline. Coverage includes a global chapter, expanded coverage of diversity, new material on performance management, and current hot topics such as self-directed work teams, shamrock organization, broadbanding, competency-based pay systems, job security, violence in the workplace, and how organizational commitment affects production, quality, and service.

Thorough yet concise, **ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition**, is a brief version of the authors' market-leading text **STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH**. Following the same framework as the larger book, **ESSENTIALS** helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a varie-

ty of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The most comprehensive and understandable presentation of the biology of the human body, Starr and McMillan's Fourth Edition of HUMAN BIOLOGY continues with the same clarity of writing and profound instructive value of illustrations as in previous editions. Popular and respected, this book provides sound science in an accessible style, bringing concepts of biology into the context of readers' own bodies and lives.

LEARNING AND BEHAVIOR, Seventh Edition, is stimulating and filled with high-interest queries and examples. Based on the theme that learning is a biological mechanism that aids survival, this book embraces a scientific approach to behavior but is written in clear, engaging, and easy-to-understand language. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This best-selling text continues in its eighth edition to provide the most current and comprehensive coverage of business research. Its student-friendly design contains numerous examples illustrating real-world research in management, marketing, finance, accounting, and other business areas. BUSINESS RESEARCH METHODS, 8E, International Edition is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies.

Achieve success in your physics course by making the most of

what PHYSICS FOR SCIENTISTS AND ENGINEERS has to offer. From a host of in-text features to a range of outstanding technology resources, you'll have everything you need to understand the natural forces and principles of physics. Throughout every chapter, the authors have built in a wide range of examples, exercises, and illustrations that will help you understand the laws of physics AND succeed in your course! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Covering business communication skills, this text includes a grammar check, writing improvement exercises and cases which break down the writing process into simple components. E-mail, Web research, team and critical thinking exercises have also been added to this edition.

This 37-chapter text is designed to make business law and legal environment exciting and interesting for students. Cases are summarized. This text explicitly meets AACSB curriculum requirements. Many features focus on the global, political, ethical, social, environmental, and cultural context of business law. For Critical Analysis questions follow all cases, and now appear within most of the pedagogical features. An appendix to Chapter 1, chapter-ending Case Briefing Assignments, and a separate text-ending appendix provide ample opportunity for students to learn how to analyze case law. The Personal Law Handbook, included as an appendix, covers practical aspects of law such as family law, jury duty, housing law, and other topics. Two new pedagogical features emphasize technology and the Internet. Key content changes include the integration of material on lease contracts and Article 2A throughout all sales chapters, as well as the revision of negoti-

able instruments material to reflect law based on Revised Articles 3 and 4. This edition also contains a new chapter on employment discrimination (Ch. 33).

A simple guide to APA writing style that discusses the mechanics of APA format and internal text citations, and includes guidelines for actual reference page entries and a sample paper.

4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

BUSINESS MANAGEMENT 14E is designed for more advanced high school business courses. With the focus shifted to business management, this text approaches business operations from the entrepreneurial and management perspective. Finance, marketing, communications, and human resources are some of the topics explored. The introductory chapter provides an overview of management, discusses the history of management, and compares management approaches and philosophies. Another focuses on data analysis and decision-making, demonstrating the importance of math, statistics, and quantitative decision-making. BUSINESS MANAGEMENT 14E provides business management concepts and principles in a realistic, investigative, and enriching manner. All the functions of business management are covered extensively, including the use of technology and communication as tools of business. Enjoy exploring the global dimension of business and possible career opportunities as this text brings the world of busi-

ness to your class. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

FAMILY BUSINESS, 3e, INTERNATIONAL EDITION provides the next generation of family business owners with the knowledge and skills needed for the successful management and leadership of the family enterprise. The author, Ernesto Poza, uses both text and cases to explore a diverse set of family firms, examining the interrelationships between the owners, the family, and the management team. FAMILY BUSINESS, 3e, INTERNATIONAL EDITION at its core, is a practical book that presents management and family practices to model success as well as an honest look at the advantages and challenges facing family enterprises. With an emphasis on leadership and positioning for the future, FAMILY BUSINESS, 3e, INTERNATIONAL EDITION illustrates how the family enterprise can achieve sustained growth and continuity through generations.

Improve your language skills with the proven grammar instruction, helpful learning features and corresponding online resources in Guffey/Seefer's market-leading BUSINESS ENGLISH, 13E. This outstanding leader in grammar and mechanics books uses a three-level approach to separate topics into manageable units that help you hone the critical skills needed to communicate professionally. Packed with insights from the authors' more than 60 years of combined classroom experience, this edition is the only book of its kind on the market that provides prompt feedback with answers and explanations from the authors so that you know immediately if you have answered correctly. Updates now reflect

contemporary examples of language use, including grammar in entertainment, the news and social media. Strong learning features help strengthen language skills to perform confidently in today's digital classroom and tomorrow's workplace. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Dowling et al is a rare instance of a textbook that has developed alongside the field - helping to shape what it is today - and remains the market leading IHRM textbook worldwide. The international author team have ensured this edition is even more international than its predecessors, whilst also remaining close to curriculum developments. New edition changes include a streamlined chapter structure and a new chapter on the cultural context of IHRM. The focus on expatriates has been balanced with a stronger global management emphasis throughout. The content also reflects the current economic climate, including greater coverage of turbulence for IHRM and issues of employee separation. There is also expanded coverage of business ethics, outsourcing, emerging markets and small medium enterprises. In addition the new edition includes a wealth of case study material and class discussion material. A fully tailored CourseMate and Instructor's website will also be available to adopters. MARKET: Dowling et al is a core textbook for "International HRM" modules (IHRM) as taught at intermediate and postgraduate levels on all HRM programmes and the majority of broad-based business programmes. It is also used on some "International Management" modules. This textbook is autopackaged with CourseMate. CourseMate brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook and

the textbook-specific website. CourseMate includes an integrated eBook and interactive teaching and learning tools including quizzes, flashcards, videos, and more and an EngagementTracker, a first-of-its-kind tool that monitors student engagement in the course.

Gain a solid understanding of business today and what it takes to become a better employee, more informed consumer, and even a successful business owner with the best-selling FOUNDATIONS OF BUSINESS, 5E. This up-to-date, comprehensive survey of business highlights forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance. Core topics and special features examine ethics and social responsibility, small business and entrepreneurship, and global issues, while new coverage addresses cutting-edge topics, such as the impact of social media in business, the economic recovery and remaining economic issues, international business, green and socially responsible business, and sustainability. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This systems-based formula for teaching financial accounting has been streamlined for its third edition. An accompanying website provides a password-protected instructor's manual, a student's manual and links to related sites.

UNDERSTANDING NORMAL AND CLINICAL NUTRITION, 11e, explores the latest approaches to nutrition and nutritional therapy, along with their practical applications. Starting with normal nutrition, chapters introduce nutrients and their physiological impacts,

as well as recommended guidelines for good health and preventing disease. Later chapters explore clinical nutrition, including pathophysiology and dietary changes for treating a variety of medical conditions. Known for its easily digestible narrative, UNDERSTANDING NORMAL AND CLINICAL NUTRITION, 11e, also presents features that help you use nutrition concepts from the chapters to improve your own health or prepare for a clinical career. In-book features add to your skills and understanding with step-by-step “How To” discussions, case studies, end-of-chapter questions, and “Highlight” sections that depict the world of nutrition through a provocative lens. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Over the past 30 years, Egan’s THE SKILLED HELPER has taught thousands of students like you a proven, step-by-step counseling process that leads to increased confidence and competence. Internationally recognized for its successful problem-management and opportunity development approach to effective helping, the text emphasizes the collaborative nature of the therapist-client relationship and uses a practical, three-stage model that drives client problem-managing and opportunity-developing action. As you read, you’ll also gain a feeling for the complexity inherent in any helping relationship. In this tenth edition, Egan now makes use of his version of the “common factors” approach, which gives new meaning and vitality to the book’s themes, as well as to the use of the problem-management model to organize and give coherence to those themes. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may

not be available in the ebook version.

A History of Modern Psychology, 3rd Edition discusses the development and decline of schools of thought in modern psychology. The book presents the continuing refinement of the tools, techniques, and methods of psychology in order to achieve increased precision and objectivity. Chapters focus on relevant topics such as the role of history in understanding the diversity and divisiveness of contemporary psychology; the impact of physics on the cognitive revolution and humanistic psychology; the influence of mechanism on Descartes's thinking; and the evolution of the third force, humanistic psychology. Undergraduate students of psychology and related fields will find the book invaluable in their pursuit of knowledge.

Created through a "student-tested, faculty-approved" review process with over 2,000 students and faculty, BUSN 6e is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners at a value-based price. BUSN delivers all the topics found in lengthy Introduction to Business texts, but provides this content in a streamlined, riveting, less cluttered design that captivates students and saves you valuable time with powerful, integrated resources. CengageNOW is now being offered with BUSN 6e. Written by experienced business instructors in touch with the needs of today's instructors and students, this edition provides a more student-focused, less linear proven learning model. BUSN 6's lively engaging approach immediately draws students into business fundamentals with a compelling design that addresses all core Introduction to Business topics in only seventeen succinct chapters, including a unique chapter on Business Communication. Your students stay on top of the timeliest devel-

opments with the book's well-balanced presentation and wealth of supplements, including CourseMate, an interactive teaching and learning solution. All supplements are tightly integrated with the sixth fifth edition of BUSN to ensure your students master critical communication skills and chapter concepts. Keep all of your students motivated and excited about business today, no matter what their major, with the powerful, unique approach and resources found in BUSN 6.

Mike Peng and Klaus Meyer have direct, first-hand, experience of researching and teaching in Europe, Asia and North America. This combined experience makes them uniquely qualified to write this textbook, which offers a comprehensive and accessible introduction to international business that starts from Europe but ultimately encompasses the globe. The text's comprehensive coverage is accessibly arranged around one central question and two core perspectives. The central question is a what determines the success and failure of firms around the globe? Institutional and resource-based perspectives are utilised to answer this question. Throughout the text the very latest scholarly research is used to facilitate successful learning of the key concepts, in order to engage students with the historical context and recent global developments. International Business has been shortlisted for the 2011/12 CMI Management Book of the Year award in the ebook category. More information about the CMI and the competition can be found here <http://yearbook.managers.org.uk/index5.htm>. This manual parallels the main text, THE SKILLED HELPER. The manual allows you to complete self-development exercises as well as practice communication skills and each of the steps of the

model in private before using them in actual face-to-face helping interactions with others. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Completely up to date with the latest research and developments from the field, best-selling COMMUNICATING FOR RESULTS: A GUIDE FOR BUSINESS AND THE PROFESSIONS, 11th Edition, explains the basic concepts and techniques needed to successfully communicate in today's business world. Professors Hamilton and Kroll provide succinct yet thorough coverage of every aspect of the communication process -- organizational communication, obstacles to effective organizational communication, conflict resolution, how technology affects communication, group and team communication, effective business presentations, improved use of social media, and more. Polishing Your Career Skills features provide diagnostic tools to help readers pinpoint and sharpen their own weaknesses, while real-world cases illustrate how chapter concepts apply to real life. With COMMUNICATING FOR RESULTS, students gain a competitive edge in interviews, presentations, future leadership roles, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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This is a communication text that cuts across the disciplines of science, business, and arts. The text explains all the key communication concepts and effective strategies students can use to communicate as professionals, no matter what career they ultimately choose. It covers modern communication theory as well as essential practical skills such as active listening, verbal and non-verbal communication and negotiation.

Provides students with all the tools they need to pass the typical Quantitative Methods course. This title includes chapters that focus on a selection of statistical techniques, illustrated with examples from across business, marketing, economics, finance, and public administration, that may appeal to students across the business spectrum.