

Organizational Behavior 17th Standalone Book

This globally oriented text covers research and trends in International Management. It offers comprehensive and integrative cases that illustrate the actual behaviours and functions required for successful cross-cultural management at the strategic and interpersonal level.

For courses in organizational behavior. A streamlined presentation of key organizational behavior concepts Essentials of Organizational Behavior teaches readers how to communicate and interact within organizations, through real-world scenarios. The text offers comprehensive coverage of key organizational behavior (OB) concepts, making each lesson engaging and easy to absorb. Readers can use the book's concepts to apply what they've learned to their own education, future career plans, and other organizational endeavors. Currently used at more than 500 colleges and universities worldwide, Essentials of Organizational Behavior serves as a popular resource so readers can learn and understand the most important concepts in OB. With updated research and the integration of contemporary global issues, the 14th Edition focuses on the most relevant OB concepts that resonate with readers. Also available with MyLab Management MyLab(tm) Management is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyLab Management does not come packaged with this content. Students, if interested in purchasing this title with MyLab Management, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab Management, search for: 0134639596 / 9780134639598 Essentials of Organizational Behavior Plus MyLab Management with Pearson eText -- Access Card Package 0134523857 / 9780134523859 Essentials of Organizational Behavior 0134527275 / 9780134527277 MyLab Management with Pearson eText -- Access Card -- for Essentials of Organizational Behavior This book examines planning as the critical influence on performance at work and in organizations. Bridging theory and practice, it unites cutting-edge research findings from cognitive science, social psychology, industrial and organizational psychology, strategic management, and entrepreneurship, and describes the practical applications of these research findings for practitioners interested in improving planning performance in organizations.

Due to the vast size and complexity of the U.S. health care system--the nation's largest employer--health care managers face a myriad of unique challenges such as labor shortages, caring for the uninsured, cost control, and quality improvement. Organizational Behavior, Theory, and Design, Second Edition was written to provide health services administration

students, managers, and other professionals with an in-depth analysis of the theories and concepts of organizational behavior and organization theory while embracing the uniqueness and complexity of the healthcare industry. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

Revolution Stalled

Marketing

Please Read (if at All Possible)

Believing in Magic

Essentials of Organizational Behavior

Organizational Behavior

New edition of a text that reflects the latest thinking and practices for use in foundation organizational behavior courses. Hellriegel and Richard W. Woodman of Texas A&M U., and John W. Slocum, Jr. of Southern Methodist U. present 18 chapters that cover individual, group and interpersonal, and organizational processes. The accompanying CD-ROM con

Leadership practitioners and those who seek to develop leadership are concerned with whether they are using evidence-based best practices to develop leadership capacity in themselves and others. Are we indeed using best practices in the study, practice, and development of leadership? This book seeks to draw attention to the limitations of extant work on leadership, and to provide suggestions for a way forward.

Presenting chapters on topics ranging from research methodology, gender and cross-cultural issues in leadership studies, and the role of the humanities in our understanding of leadership, the book represents a rigorous multidisciplinary collaboration. This is a must-read for graduate students studying leadership, leadership consultants and trainers, leadership scholars, and anyone who practices, teaches, or seeks to develop leadership. It will help expand the horizons of how we think about and practice leadership.

Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the

forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

For undergraduate and graduate courses in Organizational Behavior. Help Students Better Understand Their Behavioral and Interpersonal Skills Long considered the standard for all organizational behavior textbooks, Organizational Behavior provides the research you want, in the language you can understand. This text continues its tradition of making current, relevant research come alive for readers. The Seventeenth Edition has been thoroughly updated to reflect the most recent research and business events within the field of organizational behavior worldwide, while maintaining its hallmark features—clear writing style, cutting-edge content, and intuitive pedagogy. There's a reason why Robbins's textbooks have educated millions of individuals and have been translated into twenty languages—and it's because of a commitment that provides the kind of engaging, cutting-edge material that helps readers understand and connect with organizational behavior. Also Available with MyManagementLab™ MyManagementLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. NOTE: You are purchasing a standalone product; MyManagementLab does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for: 0134437861/ 9780134437866 Organizational Behavior Plus MyManagementLab with Pearson eText -- Access Card Package Package consists of: 013410398X / 9780134103983 Organizational Behavior 0134182189 / 9780134182186 MyManagementLab with Pearson eText--Access Card--for Organizational Behavior

Through the Lens of Anthropology

Entrepreneurship

The Psychology of Planning in Organizations

A Path Forward

Managing Human Resources in the Middle-East International Management

Collects photographs and letters from teenage girls asked to describe or define themselves and their world.

Taken from: Organizational Behavior, Seventeenth Edition by Stephen P. Robbins and Timothy A. Judge.

Between the pissed off creatures that want demon-hunter Lily Marks dead, and Julian, the fallen angel who just wants her, she's ready for a quiet 20 minutes with her favorite hamburger. If only her life could be that simple. That she and Julian are even civil to one another, let alone sharing sexy times, is enough to have her fired from the Sanctuary where she works. Oh, and there's that tiny fact that she's suspected of being a traitor. Lily's life quickly moves from merely complicated to I-hope-I-can-survive-the-night. She must discover the real traitor before she loses everything—and she'll need Julian's help. That is, if he's really there to do good. Yeah, being a Nephilim isn't everything it's cracked up to be, and staying alive has become her number one priority.

Communication Technology Update and Fundamentals, now in its 17th edition, has set the standard as the single best resource for students and professionals looking to brush up on how communication technologies have developed, grown, and converged, as well as what's in store for the future. The book covers the fundamentals of communication technology in five chapters that explain the communication technology ecosystem, its history, theories, structure, and regulations. Each chapter is written by experts who each provide a snapshot of an individual field. The book also dives into the latest developments in electronic mass media, computers, consumer electronics, networking, and telephony. Together, these updates provide a broad overview of these industries and examine the role communication technologies play in our everyday lives. In addition to substantial updates to each chapter, the 17th edition includes the first-ever chapter on Artificial Intelligence; updated user data in every chapter; an overview of industry structure, including recent and proposed mergers and acquisitions; and sidebars exploring sustainability and relevance of each technology to Gen Z.

Communication Technology Update and Fundamentals continues to be the industry-leading resource for both students and professionals seeking to understand how communication technologies have developed and where they are headed.

What's Wrong With Leadership?

A Day in the Life of a Happy Worker

An Introduction to Human Evolution and Culture

The Adult Learner

Communication Technology Update and Fundamentals

Introduces the world of Roshar through the experiences of a war-weary royal compelled by visions, a highborn youth condemned to military slavery, and a woman who is desperate to save her impoverished house.

In the pantheon of air power spokesmen, Giulio Douhet holds center stage. His writings, more often cited than perhaps actually read, appear as excerpts and aphorisms in the writings of numerous other air power spokesmen, advocates and critics. Though a highly controversial figure, the very controversy that surrounds him offers to us a testimonial of the value and depth of his work, and the need for airmen today to become familiar with his thought. The progressive development of air power to the point where, today, it is more correct to refer to

aerospace power has not outdated the notions of Douhet in the slightest. In fact, in many ways, the kinds of technological capabilities that we enjoy as a global air power provider attest to the breadth of his vision. Douhet, together with Hugh “Boom” Trenchard of Great Britain and William “Billy” Mitchell of the United States, is justly recognized as one of the three great spokesmen of the early air power era. This reprint is offered in the spirit of continuing the dialogue that Douhet himself so perceptively began with the first edition of this book, published in 1921. Readers may well find much that they disagree with in this book, but also much that is of enduring value. The vital necessity of Douhet’s central vision—that command of the air is all important in modern warfare—has been proven throughout the history of wars in this century, from the fighting over the Somme to the air war over Kuwait and Iraq.

Golding’s iconic 1954 novel, now with a new foreword by Lois Lowry, remains one of the greatest books ever written for young adults and an unforgettable classic for readers of any age. This edition includes a new Suggestions for Further Reading by Jennifer Buehler. At the dawn of the next world war, a plane crashes on an uncharted island, stranding a group of schoolboys. At first, with no adult supervision, their freedom is something to celebrate. This far from civilization they can do anything they want. Anything. But as order collapses, as strange howls echo in the night, as terror begins its reign, the hope of adventure seems as far removed from reality as the hope of being rescued.

From the New York Times bestselling author of *The Midnight Library*. “A quirky romcom dusted with philosophical observations....A delightfully witty...poignant novel.” —*The Washington Post* “She smiled a soft, troubled smile and I felt the whole world slipping away, and I wanted to slip with it, to go wherever she was going... I had existed whole years without her, but that was all it had been. An existence. A book with no words.” Tom Hazard has just moved back to London, his old home, to settle down and become a high school history teacher. And on his first day at school, he meets a captivating French teacher at his school who seems fascinated by him. But Tom has a dangerous secret. He may look like an ordinary 41-year-old, but owing to a rare condition, he’s been alive for centuries. Tom has lived history—performing with Shakespeare, exploring the high seas with Captain Cook, and sharing cocktails with Fitzgerald. Now, he just wants an ordinary life. Unfortunately for Tom, the Albatross Society, the secretive group which protects people like Tom, has one rule: Never fall in love. As painful memories of his past and the erratic behavior of the Society’s watchful leader threaten to derail his new life and romance, the one thing he can’t have just happens to be the one thing that might save him. Tom will have to decide once and for all whether to remain stuck in the past, or finally begin living in the present. *How to Stop Time* tells a love story across the ages—and for the ages—about a man lost in time, the woman who could save him, and the lifetimes it can take to learn how to live. It is a bighearted, wildly original novel about losing and finding yourself, the inevitability of change, and how with enough time to learn, we just might find happiness. Soon to be a major motion picture starring Benedict Cumberbatch.

The Way of Kings

Managing Across Borders and Cultures

The Collaboration Breakthrough

The Political Limits of the Internet in the Post-Soviet Sphere

How to Stop Time

The Girl Project

Concise, practical, and based on the best available research, *Essentials of Organizational Behavior: An Evidence-Based Approach, Second Edition* equips students with the necessary skills to become effective leaders and managers. Author Terri A. Scandura uses an evidence-based approach to introduce students to new models proven to enhance the well-being, motivation, and productivity of people in the work place. Experiential exercises, self-assessments, and a variety of real-world cases and examples provide students with ample opportunity to apply OB concepts and hone their critical thinking abilities. New to this Edition a new Emotions and Moods chapter delves into important topics like emotional intelligence, emotional contagion, and affective neuroscience. A new Power and Politics chapter unpacks the most effective influence strategies and helps students develop their political skills. A streamlined table of contents now combines perception and decision making in a single chapter and change and stress in a single chapter. New case studies, including some from SAGE Business Cases for the Interactive eBook, on topics such as virtual teams, equal pay and the gender wage gap, and the use of apps at work introduce timely and relevant discussions to help foster student engagement. The new edition has been rigorously updated with the latest research throughout and includes expanded coverage of Machiavellian leadership, ethical decision making, and organizational design through change. New Best Practices and Research in Action boxes as well as new Toolkit Activities and Self-Assessments have been added to make the text even more hands-on and practical.

Organizational Behavior Prentice Hall

Tools To Create A Workplace You Love Imagine, for a moment, a workplace where you and your co-workers: * Share a clear and common purpose. * Conduct open and respectful conversations. * Easily build commitment to new ideas and approaches. * Use simple tools to guide decisions, actions, and accountability. * Find opportunities to innovate, learn and grow. * Have complete trust and confidence in one another. This workplace does exist? a workplace where people think differently and achieve their goals, crush the competition, turn customers into enthusiastic fans, and love going to work every day. It's called a Collaborative Workplace and it starts inside this book. Follow the story of an almost fictitious finance grad as he experiences four different workplaces. You are likely to find your own workplace among them. Then, get the Breakthrough Tools you need to make the shift to a Collaborative Workplace wherever you are and regardless of your job title. Creating a Collaboration Breakthrough is not only doable, it is essential in today's highly chaotic, competitive, uncertain, and ever changing business landscape. The only question is: Do you have the courage to make it happen? This edited collection brings together some of the leading researchers in the study of the daily experience of work and daily well-being. The book covers both theoretical and methodological issues involved in studying workers' well-being as it evolves on a daily basis. Interest in the topic of daily fluctuations in worker well-being has grown rapidly over the past ten years. This is partly because of advances in research and statistical methods, but also because researchers have found that the psychological processes that influence well-being play out from moment to moment, and from day to day. Topics covered in this book include: The theoretical basis of studying work as a series of daily episodes Assessment of different components of daily well-being Factors involved in the regulation of well-being at work Qualitative and quantitative diary experience sampling and event reconstruction methods Latent growth curve modelling of diary data The final chapter of the book includes a preview of how daily methods may evolve in the future. Intended as a guide for researchers with good knowledge of field research methods, the

book will be particularly useful to researchers of work-related phenomena who seek to expand their knowledge of dynamic methods in field contexts, and those who want to start using these methods. It will also be of interest to students of work psychology and organisational behaviour, and related disciplines.

Book One of the Stormlight Archive

Command Of The Air

The Daily Show (The Book)

Improving Performance and Commitment in the Workplace

Organizational Behavior, Student Value Edition

Lord of the Flies

NEW YORK TIMES BESTSELLER The complete, uncensored history of the award-winning The Daily Show with Jon Stewart, as told by its correspondents, writers, and host. For almost seventeen years, The Daily Show with Jon Stewart brilliantly redefined the borders between television comedy, political satire, and opinionated news coverage. It launched the careers of some of today's most significant comedians, highlighted the hypocrisies of the powerful, and garnered 23 Emmys. Now the show's behind-the-scenes gags, controversies, and camaraderie will be chronicled by the players themselves, from legendary host Jon Stewart to the star cast members and writers-including Samantha Bee, Stephen Colbert, John Oliver, and Steve Carell - plus some of The Daily Show's most prominent guests and adversaries: John and Cindy McCain, Glenn Beck, Tucker Carlson, and many more. This oral history takes the reader behind the curtain for all the show's highlights, from its origins as Comedy Central's underdog late-night program to Trevor Noah's succession, rising from a scrappy jester in the 24-hour political news cycle to become part of the beating heart of politics-a trusted source for not only comedy but also commentary, with a reputation for calling bullshit and an ability to effect real change in the world. Through years of incisive election coverage, passionate debates with President Obama and Hillary Clinton, feuds with Bill O'Reilly and Fox, and provocative takes on Wall Street and racism, The Daily Show has been a cultural touchstone. Now, for the first time, the people behind the show's seminal moments come together to share their memories of the last-minute rewrites, improvisations, pranks, romances, blow-ups, and moments of Zen both on and off the set of one of America's most groundbreaking shows.

A fireman in charge of burning books meets a revolutionary school teacher who dares to read. Depicts a future world in which all printed reading material is burned.

A less-expensive grayscale paperback version is available.

Search for ISBN 9781680922875. The field of management and organizational behavior exists today in a constant state of evolution and change. Casual readers of publications like the

New York Times, The Economist and the Wall Street Journal will learn about the dynamic nature of organizations in today's ever-changing business environment. Organizational Behavior is designed to meet the scope and sequence requirements of the introductory course on Organizational Behavior. This is a traditional approach to organizational behavior. The table of contents of this book was designed to address two main themes. What are the variables that affect how, when, where, and why managers perform their jobs? What theories and techniques are used by successful managers at a variety of organizational levels to achieve and exceed objectives effectively and efficiently throughout their careers? Management is a broad business discipline, and the Organizational Behavior course covers many areas such as individual and group behavior at work, as well as organizational processes such as communication in the workplace and managing conflict and negotiation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Finally, we all made an effort to present a balanced approach to gender and diversity throughout the text in the examples used, the photographs selected, and the use of both male and female in alternating chapters when referring to generic managers or employees. Managing Human Resources in the Middle East provides the reader with an understanding of the dynamics of HRM in this important region. Systematic analysis highlights the main factors and variables dictating HRM policies and practices within each country. Diverse and unique cultural, institutional and business environment factors which play a significant role in determining HRM systems in the region are also elaborated upon. The text moves from a general overview of HRM in the Middle-East to an exploration of the current status, role and strategic importance of the HR function in a wide-range of country-specific chapters, before highlighting the emerging HRM models and future challenges for research, policy and practice. This text is invaluable reading for academics, students and practitioners alike.

Game On

Improving Leadership Research and Practice

Think Differently. Achieve More.

The Definitive Classic in Adult Education and Human Resource Development

Classical and Current Foundations

The Psychology of Superstition - Updated Edition

This brief alternative for the organisational behaviour course covers all the key concepts needed to understand, predict and respond to the behaviour of people in real world

organisations, including cutting-edge topics and streamlined pedagogy to allow maximum flexibility in designing and shaping your course.

How do you tailor education to the learning needs of adults? Do they learn differently from children? How does their life experience inform their learning processes? These were the questions at the heart of Malcolm Knowles' pioneering theory of andragogy which transformed education theory in the 1970s. The resulting principles of a self-directed, experiential, problem-centred approach to learning have been hugely influential and are still the basis of the learning practices we use today. Understanding these principles is the cornerstone of increasing motivation and enabling adult learners to achieve. The 9th edition of *The Adult Learner* has been revised to include: Updates to the book to reflect the very latest advancements in the field. The addition of two new chapters on diversity and inclusion in adult learning, and andragogy and the online adult learner. An updated supporting website. This website for the 9th edition of *The Adult Learner* will provide basic instructor aids. For each chapter, there will be a PowerPoint presentation, learning exercises, and added study questions. Revisions throughout to make it more readable and relevant to your practices. If you are a researcher, practitioner, or student in education, an adult learning practitioner, training manager, or involved in human resource development, this is the definitive book in adult learning you should not be without.

This book connects findings and insights authored by famous scholars in management and organization studies with challenges the military is facing today. One assumes that management and organization studies is only about the rational, predictable, and manageable, and that military action is predominately irrational, unpredictable, and unmanageable; both assumptions are wrong. This book argues that the discipline of management and organization studies is highly relevant for the military in both peace- and wartime conditions, and for any situation in between. In all conditions, the giant and complex military organization needs to be structured, processed, administrated, led, and accounted for. Each chapter presented in this volume focuses on the contributions of founding thinkers in management and organization studies, with their work translated and applied to the military setting. These scholars are drawn from a variety of backgrounds, including organizational sociology, economics, political science, psychology, and engineering. Although the work of only a few explicitly refers to the military, the contributions of all these scholars are relevant in order to come to grips with security and military affairs. Together with many other academics' work, the contributions of these 18 scholars constitute the core of the field of management and organization studies. This book will be of much interest to students of military studies, management studies, and organization studies.

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be

included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- For one-semester undergraduate and graduate level courses in Organizational Behavior. Concise fundamentals for students. Ultimate flexibility for instructors. This bestselling, brief alternative for the OB course covers all the key concepts needed to understand, predict, and respond to the behavior of people in real-world organizations. This text also includes cutting-edge topics and streamlined pedagogy to allow maximum flexibility in designing and shaping your course. The eleventh edition contains expanded and updated coverage on international issues, as well as new sections on the management of information, safety and emotions at work, risk aversion, self-determination theory, managing information, and downsizing. Accompanied by mymanagementlab! See the hands in the air, hear the roar of discussion—be a rock star in the classroom. mymanagementlab makes it easier for you to rock the classroom by helping you hold students accountable for class preparation, and getting students engaged in the material through an array of relevant teaching and media resources. Visit mymanagementlab.com for more information.

Things Fall Apart

Scriptural Foundations for Management

An Oral History as Told by Jon Stewart, the Correspondents, Staff and Guests

Management and Military Studies

Hidden Value

Organizational Behavior, Theory, and Design in Health Care

This study of the Russian internet explores how, when, and why the internet challenges leaders in non-free states. Using an analysis of content, community, catalysts, control, and co-optation, Revolution Stalled moves beyond 'virtual' politics to show how the internet can threaten and defy information hegemony and re-shape societies.

"Organizational behavior is the study of individual and group dynamics within an organization setting (micro level of analysis), whereas, organization theory is the study of the organization as a whole (macro level of analysis). In other words, organizational behavior is the psychology of organizations and organizational theory is the sociology of organizations (Daft, 2004) "--

From Heidi Neck, one of the most influential thinkers in entrepreneurship education today, Chris Neck, an award-winning professor, and Emma Murray, business consultant and author, comes this ground-breaking new text. Entrepreneurship: The Practice and Mindset catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can

create opportunities and take action in uncertain environments. Based on the world-renowned Babson Entrepreneurship program, this new text emphasizes practice and learning through action. Students learn entrepreneurship by taking small actions and interacting with stakeholders in order to get feedback, experiment, and move ideas forward. Students walk away from this text with the entrepreneurial mindset, skillset, and toolset that can be applied to startups as well as organizations of all kinds. Whether your students have backgrounds in business, liberal arts, engineering, or the sciences, this text will take them on a transformative journey.

Okonkwo is the greatest warrior alive, famous throughout West Africa. But when he accidentally kills a clansman, things begin to fall apart. Then Okonkwo returns from exile to find missionaries and colonial governors have arrived in the village. With his world thrown radically off-balance he can only hurtle towards tragedy. Chinua Achebe's stark novel reshaped both African and world literature. This arresting parable of a proud but powerless man witnessing the ruin of his people begins Achebe's landmark trilogy of works chronicling the fate of one African community, continued in Arrow of God and No Longer at Ease.

Research and Applications

A Novel

Strengthening Forensic Science in the United States

17th Edition

How Great Companies Achieve Extraordinary Results with Ordinary People

Unchained

In the first irresistible sports romance in the Out of Bounds series, the only way to win is to score... With a reputation for fast moves on the gridiron and even faster moves off the field, Shane Devlin was a player in every sense of the word.

Unfortunately, his bad-boy persona has made him a risky prospect as a quarterback, and only the Baltimore Blaze are willing to give him a chance. And he's about to take a hit he never expected. Working for the Blaze, Carly March knows too well how jocks think—and what they think with—so she's always made a point of keeping them at arm's length. But when she shares a kiss with the devilishly handsome Shane, she finds it hard to play by her own rules—and even harder to resist him. Can a football hero and a business-minded beauty take it all the way? Or will their mutual attraction cost them the big game?

In this fully updated edition of Believing in Magic, renowned superstition expert Stuart Vyse investigates our tendency towards these irrational beliefs.

Publisher Fact Sheet Uncovers how the best companies win, not by acquiring the right people, but by building the right organization.

MARKETING: THE CORE, 2/e by Kerin, Berkowitz, Hartley, and Rudelius continues the tradition of cutting-edge content and student-friendliness set by Marketing 8/e, but in a shorter, more accessible package. The Core distills Marketing's 22 chapters down to 18, leaving instructors just the content they need to cover the

essentials of marketing in a single semester. Instructors using The Core also benefit from a full-sized supplements package. The Core is more than just a "baby Kerin"; it combines great writing style, currency, and supplements into the ideal package.

The Practice and Mindset

An Evidence-Based Approach

The Core W/OLC and Premium Content

Fahrenheit 451