

Buy Pearson Custom Business Resources

MODERN BUSINESS STATISTICS, 5E allows students to gain a strong conceptual understanding of statistics with a balance of real-world applications and a focus on the integrated strengths of Microsoft Excel 2013. To ensure student understanding, this best-selling, comprehensive text carefully discusses and clearly develops each statistical technique in a solid application setting. Microsoft Excel 2013 instruction, which is integrated in each chapter, plays an integral part in strengthening this edition's applications orientation. Immediately after each easy-to-follow presentation of a statistical procedure, a subsection discusses how to use Excel to perform the procedure. This integrated approach emphasizes the applications of Excel while focusing on the statistical methodology. Step-by-step instructions and screen captures further clarify student learning. A wealth of timely business examples, proven methods, and additional exercises throughout this edition demonstrate how statistical results provide insights into business decisions and present solutions to contemporary business problems. High-quality problems noted for their unwavering accuracy and the authors' signature problem-scenario approach clearly show how to apply statistical methods to practical business situations. New case problems and self-tests allow students to challenge their personal understanding. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Published by OpenStax College, U.S. History covers the breadth of the chronological history of the United States and also provides the necessary depth to ensure the course is manageable for instructors and students alike. U.S. History is designed to meet the scope and sequence requirements of most courses. The authors introduce key forces and major developments that together form the American experience, with particular attention paid to considering issues of race, class and gender. The text provides a balanced approach to U.S. history, considering the people, events and ideas that have shaped the United States from both the top down (politics, economics, diplomacy) and bottom up (eyewitness accounts, lived experience).

Introduction to Managerial Accounting, 4/e by Brewer/Garrison/Noreen is based on the market-leading text, Managerial Accounting, by Garrison, Noreen and Brewer. However, this is not simply a briefer book with chapters removed; B/G/N has been rethought and retooled to meet the needs of the market. B/G/N 4/e is a more accessible, yet thoroughly student-friendly text that satisfies the basic needs of the managerial accounting student without unnecessary depth on advanced topics associated with the follow-up course: cost accounting/cost management. Faculty and students alike will find this new edition has retained the hallmark features of the Garrison brand: author-written supplements, excellent readability, terrific examples, and balanced end-of-chapter material.

Combining comprehensive coverage with a wide variety of real-life cases, International Entrepreneurship: Starting, Developing, and Managing a Global Venture gives entrepreneurs the tools they need to successfully launch international ventures in today's hypercompetitive world. Bestselling author Dr. Robert D. Hisrich helps students and entrepreneurs develop global business plans,

select international opportunities, and determine the best entry strategy. The text also covers practical considerations such as legal concerns, the global monetary systems, global marketing, and global human resource management for entrepreneurs. The fully updated Third Edition provides increased attention to culture and reflects recent changes in our increasingly globalized world. Readers will also be exposed to new cases featuring international activities of entrepreneurs and ventures throughout the world. Better Experiences Better Solutions Better Business Better Business 2ce provides Introduction to Business instructors and students with an improved digital user experience that supports new teaching models, including: hybrid courses; active learning; and learning outcome-focused instruction. MyBizLab delivers proven results in helping individual students succeed. It provides engaging experiences that personalize, stimulate, and measure learning for each student. For the Second Canadian edition, MyBizLab includes powerful new learning resources, including a new set of online lesson presentations to help students work through and master key business topics, a completely re-structured Study Plan for student self-study, and a wealth of engaging assessment and teaching aids to help students and instructors explore unique learning pathways.

In what is widely considered the most influential book ever written by Walter Lippmann, the late journalist and social critic provides a fundamental treatise on the nature of human information and communication. The work is divided into eight parts, covering such varied issues as stereotypes, image making, and organized intelligence. The study begins with an analysis of "the world outside and the pictures in our heads", a leitmotif that starts with issues of censorship and privacy, speed, words, and clarity, and ends with a careful survey of the modern newspaper. Lippmann's conclusions are as meaningful in a world of television and computers as in the earlier period when newspapers were dominant. Public Opinion is of enduring significance for communications scholars, historians, sociologists, and political scientists. Copyright © Libri GmbH. All rights reserved.

Introduction to Electronic Commerce Pearson College Division

Business Analytics, Second Edition teaches the fundamental concepts of the emerging field of business analytics and provides vital tools in understanding how data analysis works in today's organizations. Students will learn to apply basic business analytics principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions. Included access to commercial grade analytics software gives students real-world experience and career-focused value. Author James Evans takes a balanced, holistic approach and looks at business analytics from descriptive, and predictive perspectives.

Previous ed.: published as Introduction to e-commerce. 2003.

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.

Download Ebook Buy Pearson Custom Business Resources

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. -- The text that speaks to students. Robert A. Donnelly's new textbook Business Statistics removes the intimidation factor from learning business statistics by presenting a writing style that readers feel comfortable with. Through this straightforward, conversational approach, Donnelly effectively explains the key concepts readers need to know, and why they need to know them. Take a tour of Robert A. Donnelly's Business Statistics: <http://bit.ly/tOJph9> . 0321924290 / 9780321924292 Business Statistics Plus NEW MyStatLab with Pearson eText -- Access Card Package Package consists of: 0132145391 / 9780132145398 Business Statistics 032192147X / 9780321921475 MyStatLab for Business Statistics -- Glue-In Access Card 0321929713 / 9780321929716 MyStatLab for Business Statistics Sticker

This text's user-friendly format, manageable length, and up-to-date real world examples enable students to experience business firsthand. 'Business in Action' takes students on an engaging exploration of the fundamentals, strategies, and dynamics that make the business world work.

Give Me Liberty! is the #1 book in the U.S. history survey course because it works in the classroom. A single-author text by a leader in the field, Give Me Liberty! delivers an authoritative, accessible, concise, and integrated American history. Updated with powerful new scholarship on borderlands and the West, the Fifth Edition brings new interactive History Skills Tutorials and Norton InQuizitive for History, the award-winning adaptive quizzing tool. The best-selling Seagull Edition is also available in full color for the first time.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Comprehensive Assurance and Systems Tool (CAST) provides an integrated learning opportunity that encompasses financial statement assurance and accounting information systems. CAST uniquely exposes readers to these issues at The Winery at Chateau Americana, a hypothetical company that is based on an actual domestic winery. Readers will develop a rich knowledge and understanding of Chateau Americana and its industry as they provide assurance on the company's financial statements and address a variety of challenging accounting information systems issues. The third edition has been updated in response to the changes that have occurred in the accounting environment, in technology, and in response to the many helpful comments and suggestions we have received from readers. Specifically, the authors have incorporated new transactions in the Manual Module that are intended to reinforce more advanced accounting transaction processing. In the Computerized AIS Module, the authors have provided more advanced Macro instruction and additional PivotTable practice.

Retail marketing is undergoing cataclysmic change, driven by upheavals in media, consumer attitudes, and the retail

industry itself. Retailers know they must invest more heavily in marketing, both to build brands and to drive sales. But how? In *Shopper Intimacy*, two leading experts offer the first comprehensive, research-based guide to building winning retail marketing programs. Drawing on a decade of customer research, the authors introduce: A start-to-finish system for planning and executing effective campaigns. Powerful new tools for influencing shopper behavior and driving better results. Practical, workable techniques for measuring performance – including a breakthrough approach for measuring ROI from the standpoint of all stakeholders. Best practices models for integrating internal and syndicated research. Trend analysis to help retailers chart the future trajectory of marketing, and position themselves appropriately. *Shopper Intimacy* contains extensive case studies, charts, pictures, and illustrations designed to deepen marketers' understanding. Above all, it presents practical learnings that cut across all retail segments, with data to support the authors' conclusions, and techniques for successfully applying them.

The *Problems Book* helps students appreciate the ways in which experiments and simple calculations can lead to an understanding of how cells work by introducing the experimental foundation of cell and molecular biology. Each chapter reviews key terms, tests for understanding basic concepts, and poses research-based problems. The *Problems Book* has been

Written by experienced authors who share academic as well as real-world practices, this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of E-commerce essentials from a global point of view. The new edition pays special attention to the most recent developments in online behavior in our business, academic, and personal lives. Introduction to E-Commerce and E-Marketplaces; Internet Consumer Retailing; Business-to-Business E-Commerce; Other EC Models and Applications; EC Support Services; EC Strategy and Implementation; Application Development Perfect for anyone looking for a brief or supplemental text on EC. Ideal for busy executives.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For undergraduate and graduate networking and telecommunications courses that use hands-on labs. This text is also appropriate for anyone interested in understanding the installation and basic operation of software used in the field of networking. Gain hands-on experience working with networking tools *Applied Networking Labs* guides readers through the installation and basic operation of software used in the field of networking. Using this book in conjunction with a traditional Networking textbook will greatly reduce the time and effort required to prepare a course. It will also get students excited about the course and give them hands-on experience using various real-world networking tools. *Teaching and Learning Experience* This program presents a better teaching and learning experience—for you and your students. It will help: *Make the connections: The Chapter Map* aligns chapters in *Applied*

Networking Labs to chapters from several popular networking textbooks so instructors and students can see which projects correlate to the content being presented in class. Gain real-world experience: Approximately 80 hands-on projects give students real-world experience using actual software that may not be presented in a traditional textbook. Get the picture: Project Screenshots will be unique due to who is taking it and when it is taken—any sharing or cheating will be obvious. Access further resources: The Website for this book contains useful resources, links, and files. Keep your course up-to-date: This edition is Microsoft Windows 7® Professional compliant, contains a Microsoft Windows Server 2012® chapter, expanded Linux coverage, and updated software versions for all projects.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Introduces the processes of new venture creation and the critical knowledge needed to manage a business once it is formed. This text offers complete coverage and a practical hands-on approach to entrepreneurship. Supported by supplementary material for the lecturer and student in both a CD-Rom and companion website.

[Copyright: cb872eb8414fe0b371dde21d4932fe57](https://www.pearson.com/custom-business-resources)