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Questions and Answers: A Guide to Fitness and Wellness delivers the serious content you want in a Student Question and Answer format that's fun to read and an online learning space that commands active learning. We began by collecting over 1,000 Fitness and Wellness questions asked by real students. Questions like, "How can I

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improve my self-esteem?” or “Do I really need 8 glasses of water a day?” introduce each section of material throughout the program. With its series of assignable videos that debunk common health and fitness myths (“Sit Ups Make Your Stomach Flatter” or “Marijuana gives you munchies”), Questions and Answers: A Guide to Fitness and Wellness grabs hold of students’ attention and doesn’t let go. The real-life behavior change case study videos

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found online provide students with unmatched relevance. Students click, watch, and learn as they follow real college students attempting to change their behavior for an entire semester, and hopefully for life. With its online fitness assessments, assignable interactive animations, and online labs, Questions and Answers: A Guide to Fitness and Wellness engages students like no other fitness and wellness program. Connect is the only integrated

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learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

Building on the tremendous success of their best-selling Economics, Brue, McConnell, and Flynn have revised their one-semester approach in Essentials of Economics, 3e to provide a fresh alternative for the survey course. The

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result is a patient, substantive treatment of micro and macro topics appropriate for the introductory economics student, and fully integrated in the digital environment to provide instant remediation and feedback through McGraw-Hill's innovative assessment tool Connect Plus Economics. McGraw-Hill's adaptive learning component, LearnSmart, provides assignable modules that help students master core concepts in the course.

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Environmental Science: A Global Concern is a comprehensive presentation of environmental science for non-science majors which emphasizes critical thinking, environmental responsibility, and global awareness. This book is intended for use in a one or two-semester course in environmental science, human ecology, or environmental studies at the college or advanced placement high school level. As practicing scientists and educators,

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the Cunningham author team brings decades of experience in the classroom, in the practice of science, and in civic engagement. This experience helps give students a clear sense of what environmental science is and why it matters in this exciting, new 13th edition. Environmental Science: A Global Concern provides readers with an up-to-date, introductory global view of essential themes in environmental science. The authors balance evidence

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of serious environmental challenges with ideas about what we can do to overcome them. An entire chapter focuses on ecological restoration; one of the most important aspects of ecology today. Case studies in most chapters show examples of real progress, and "What Can You Do?" lists give students ideas for contributing to solutions

Resource added for the Economics 10-809-195 courses.

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EBOOK: Principles and Practice of Marketing, 9e

EBOOK: Operations Management: Theory and Practice: Global Edition

Kontakte

EBOOK: Economics

Intermediate Accounting Update Edition with CD-ROM, Net Tutor, Powerweb, Alternate Exercises and Problems

EBOOK: Principles and Practice of Marketing, 9e

Ebook: The Science of Psychology: An

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Appreciative View

Biology Ebook

The third edition of Vis-À-vis continues the excitement of the innovative second edition with a fully integrated and revised multimedia package and updated cultural information presented in the "Correspondance" feature (chapter opening letter, postcard, or e-mail, which is answered in the mid-lesson "Correspondance" cultural spread) and in the new "Bienvenue dans le

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monde francophoneâ€ feature that recurs after every four chapters in the text. The overall goal of the revision remains the same as that of the second edition: to promote a balanced four-skills approach to learning French through a wide variety of listening, speaking, reading, and writing activities, while introducing students to the richness and diversity of the Francophone world.

Organic Chemistry

Government Matters with Connect Plus

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Answers

and GinA Access Cards
EBOOK: Calculus: Early Transcendental
Functions
A Practical Guide

Economics affects almost everything we do: from our decisions at work to our shopping habits, voting preferences and social attitudes. This new edition of the popular text by David Begg and Gianluigi Vernasca enables the reader to understand today's economic environment by examining the underlying theory and applying it to real-world situations.

Economics surveys the latest ideas and issues, such

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as the role of regulation in banking, the consequences of globalization and monetary union, and the efficacy of our current economic models. This coverage, combined with a rich array of pedagogical features, encourages students to explore our economic past and present, and to think critically about where this might lead us in the future. The new edition is updated to provide a comprehensive analysis of the financial crash: its causes, consequences, and possible policy responses, from fiscal stimulus to quantitative easing.

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EBOOK: Operations Management: Theory and Practice: Global Edition

Intersections in Language Planning and Policy
Establishing Connections in Languages and Cultures
Springer Nature

Intermediate Accounting, 3e, by Spiceland/Sepe/Tomassini will gain support in traditional and technology-driven accounting departments, especially those looking for a more concise, decision-making text that reinforces challenging concepts via CD-ROM. The revision of this text is based around a "Learning System." The

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revision of this "Learning System" was built on improving the clarity of the chapters, emphasizing more decision-making in order to prepare students for the changes taking place on the CPA exam, acknowledging the diversity of students and their learning styles by creating supplemental materials to assure the success of every student, and creating a consistent text and supplemental package for both students and instructor's giving us the best possible intermediate text on the market. Returning to the Third edition is the award winning "Coach" CD-ROM. The Coach CD-ROM is a multimedia product

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integrating audio and video clips, animated illustrations, cases, and alternative reading material that helps students comprehend some of the more difficult topics associated with intermediate accounting. Designed specifically for the Spiceland text, instructors and students will find these learning tools placed strategically throughout the text. This is the most comprehensive Learning System in Intermediate Accounting. At only 1120 pages (300 pages less than the average intermediate accounting text), Spiceland/S/T has not sacrificed content for pages. Instead, the authors have created a very

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flexible text with a student friendly writing style that focuses on explaining not just how to apply a procedure, but why it's applied.

Ebook: Managerial Accounting

Biology

Government Matters with Connect Plus Access Card

The McGraw Hill 36 Hour Six Sigma Course

Essentials of Understanding Psychology with

Connect Plus

Make American Government matter while increasing student performance, student engagement, and critical analysis skills with Government Matters, 1e,

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now available with GinA, an educational game in which students learn American Government by doing, as well as McGraw-Hill's LearnSmart, an adaptive questioning tool proven to increase content comprehension and improve student results. Try our Politics in Practice which uses real-life scenarios to develop students' critical thinking skills through activities and a written argument. Unique to Government Matters, the narrative tells the story of the making and developing of our distinctly American Democracy. It not only inspires students to ask "Why are we the way we are?" but also gives them the knowledge and context they need to answer for themselves, "Why does it matter?" Government

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Matters' unique approach to the material and market-leading digital tools make this an ideal solution to course goals.

Chemistry, Third Edition, by Julia Burdge offers a clear writing style written with the students in mind. Julia uses her background of teaching hundreds of general chemistry students per year and creates content to offer more detailed explanation on areas where she knows they have problems. With outstanding art, a consistent problem-solving approach, interesting applications woven throughout the chapters, and a wide range of end-of-chapter problems, this is a great third edition text.

"I have been teaching nonmajors biology at the

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University of Oklahoma since 1997 and over that time have encountered many students who fear science in general and biology in particular. The complexity, abstractions, and unfamiliar terms can seem overwhelming at first, but with practice, I know that anyone can think like a scientist. Learning to think scientifically is important well beyond passing your biology class. After all, scientific issues confront you every day as you navigate your life and your social media accounts. How do you know if a claim about climate change is scientific? Will you be able to identify misinformation and interpret graphs during the next global health crisis? This book will teach you not only to understand the scientific terms you

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encounter but also to distinguish "good science" from unscientific claims. I've created the following features to help you make the transition from memorizing facts to understanding concepts-from accepting scientific claims to analyzing them for yourself. These tools will help you to pass your class and to be an informed citizen"--

"Common Core Achieve: Mastering Essential Test Readiness Skills is designed to help you learn or strengthen the skills you need when you take the GED test."--Page v.

Loose Leaf for Wardlaw's Perspectives in Nutrition
Concepts of Genetics
Vis-à-vis

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The Blended Course Design Workbook
Ebook: The Science of Psychology: An Appreciative View

Students who have used Smith/Minton's Calculus say it was easier to read than any other math book they've used. That testimony underscores the success of the authors' approach, which combines the best elements of reform with the most reliable aspects of mainstream calculus teaching, resulting in a motivating, challenging book. Smith/Minton also provide exceptional, reality-based applications

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that appeal to students' interests and demonstrate the elegance of math in the world around us. New features include:

- A new organization placing all transcendental functions early in the book and consolidating the introduction to L'Hôpital's Rule in a single section.
- More concisely written explanations in every chapter.
- Many new exercises (for a total of 7,000 throughout the book) that require additional rigor not found in the 2nd Edition.
- New exploratory exercises in every section that challenge students to synthesize key

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concepts to solve intriguing projects. • New commentaries (“ Beyond Formulas ”) that encourage students to think mathematically beyond the procedures they learn. • New counterpoints to the historical notes, “ Today in Mathematics, ” that stress the contemporary dynamism of mathematical research and applications, connecting past contributions to the present. • An enhanced discussion of differential equations and additional applications of vector calculus.

We are pleased to present this Global Edition,

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which has been developed specifically to meet the needs of international investment students. A market leader in the field, this text introduces major issues of concern to all investors and places emphasis on asset allocation. It gives students the skills to conduct a sophisticated assessment of watershed current issues and debates. Bodie Investments' blend of practical and theoretical coverage combines with a complete digital solution to help your students achieve higher outcomes in the course.

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Kontakte continues to offer a truly communicative approach that supports functional proficiency, supported by the full suite of digital tools available in Connect German (now including LearnSmart®!). This proven Introductory German program maintains its commitment to meaningful communicative practice as well as extensive coverage of the 5 Cs and the ACTFL Proficiency Guidelines 2012. In its eighth edition, Kontakte has greatly expanded its digital offering: Connect German now contains the full scope of activities

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originating from both the white and blue pages of the student text and the Arbeitsbuch.

Furthermore, the program now offers LearnSmart®, an adaptive learning program that helps students learn grammar and vocabulary more efficiently by tailoring the experience to individual student needs. .

Communication in meaningful contexts:

Students read and listen to comprehensible

German and have ample opportunities to use it in interview, information-gap, role-play, autograph, writing, and other personalized

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activities that are theme-based. The video segments—Interviews and Perspektiven—feature interviews with a variety of speakers that allow students to hear authentic German in context. They provide models for talking about topics using authentic language, guiding students in communicating with one another. In the Connect activities for the student textbook and Arbeitsbuch, students can also take advantage of the audio and video live chat tool to communicate with their classmates online. In Connect German, students have full access to

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the digitally enhanced eBook, the online Arbeitsbuch activities, LearnSmart®, and all of the accompanying audio and video resources, giving them the ability to interact with the materials (and one other) as often as they wish. A solid theoretical foundation: Firmly grounded second-language acquisition research, Kontakte also supports the National Standards as outlined in the Standards for Foreign Language Learning in the 21st Century. As presented in the Standards, the five Cs—Communication, Cultures, Connections,

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Comparisons, and Communities—provide a framework for what students should know and be able to do as a result of their language study. The five Cs are present in countless ways throughout the program, particularly in the wealth of communicative activities and cultural content. Students are also encouraged to explore connections by linking their study of German with their own lives and other subjects of study, to make comparisons between their world and that of German-speaking people, and to learn about real-world German-speaking

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communities. Kontakte also integrates several modes of language, as described in the ACTFL Proficiency Descriptors. The activities, exercises, and tasks offer students a wide variety of opportunities for communication and interaction in interpersonal, interpretive, and presentational modes. For example, the many interviews in Kontakte require students to negotiate meaning and therefore reinforce the interpersonal mode of communication. The diversity of readings, whether literary, cultural, or encyclopedic, requires students to interpret

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information within context and apply it to new contexts. Tools for Digital Success: Connect German and LearnSmart®, McGraw-Hill 's digital teaching and learning environment allows students to engage in their course material via the devices they use every day. The digital tools available in the Connect German platform facilitate student progress by providing extensive opportunities to practice and hone their developing skills. These include online communicative activities, instant feedback, peer-editing writing tools, sophisticated reporting,

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and a complete eBook with embedded audio and video. LearnSmart® is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, to make your class time more engaging and effective.

Blended (also called hybrid) classrooms, in which face-to-face interaction is intentionally combined with online activities to aid student learning, are becoming more and more common. Most recently, “flipped” classrooms have

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become a popular method for teaching because more time for active learning in-class can be gained by moving content delivery such as lecture to outside-of-class homework using technology tools such as video or lecture capture. The blended model is proving to be an environment that provides more self-directed, technology-mediated learning experiences for students who will be incorporating technology more and more into their professional lives post-college. The Blended Course Design Workbook meets the need for a user-friendly resource

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that provides faculty members and administrators with instructions, activities, tools, templates, and deadlines to guide them through the process of revising their traditional face-to-face course into a blended format. Providing a step-by-step course design process that emphasizes active learning and student engagement, this book will help instructors adapt traditional face-to-face courses to a blended environment by guiding them through the development of course goals and learning objectives, assignments, assessments, and

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student support mechanisms with technology integration in mind. It will also help instructors choose the right technologies based on an instructor ' s comfort level with technology and their specific pedagogical needs. The book will help each instructor who uses the text to develop a unique course by making choices about their course design based on student learning needs for their chosen topic and discipline. Every component of the workbook has been piloted with faculty designing and implementing blended courses and then revised

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to better meet the needs of faculty across a range of comfort levels with technology use. The Blended Course Design Workbook includes detailed instructions for each stage of course design alongside specific activities that the reader can complete. The book is unique because it facilitates a step-by-step process for blended course design with specific templates and tools that can be used across disciplines. Additional resources and handouts are posted on the book page as well as the author website, a href=<http://www.bcdworkbook.com>www.bcd

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workbook.com.

Ebook: Essentials of Economics

Write Now 2e with MLA Booklet 2016

Many Europes: Choice and Chance in Western Civilization, Volume 2

EBOOK: Principles and Practice of Marketing

EBOOK: Economics for Business

EBOOK: Principles and Practice of Marketing

Your students are individuals. Do your teaching materials treat them that way? Feldman's

Essentials of Understanding Psychology does.

Using a revolutionary revision process, Bob

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Feldman's Essentials of Understanding Psychology is a fully integrated learning system that gives students an even greater opportunity to achieve success, and brings the Students First goal to a new level. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective. The Tenth Edition is the first revision based on HeatMap technology, in which systematic and precise

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feedback from thousands of students was anonymously measured using LearnSmart, the adaptive learning diagnostic. Because virtually every paragraph in the previous edition is tied to several questions students answer in LearnSmart, Bob was able to see where students struggled most—the hot spots—and in turn refine and update these areas to be more clear, more concise, and more impactful. The 10th edition continues Bob Feldman's accessible pedagogy and hallmark research, as well as his modules-within-chapters format that is both

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manageable for students and allows every professor the flexibility to assign and cover what they want. The 4 additional modules in CREATE give instructors even extra flexibility to completely cater their text to their course and their students.

THE MADER/WINDELSPECHT STORY... The twelfth edition of Biology is a traditional, comprehensive introductory biology textbook, with coverage from Cell Structure and Function to the Conservation of Biodiversity. The book, which centers on the evolution and diversity of

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organisms, is appropriate for any one- or two-semester biology course. Biology, 12th Edition is the epitome of Sylvia Mader's expertise. Its concise, precise writing-style employs lucid language to present the material as succinctly as possible, enabling students—even non-majors—to master the foundational concepts before coming to class. “Before You Begin”, “Following the Themes”, and “Thematic Feature Readings” piece together the three major themes of the text—evolution, nature of science, and biological systems. Students are consistently

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engaged in these themes, revealing the interconnectedness of the major topics in biology. Sylvia Mader typifies an icon of science education. Her dedication to her students, coupled with her clear, concise writing-style has benefited the education of thousands of students over the past three decades. The integration of the text and digital world has been achieved with the addition of Dr. Michael Windelspecht's facility for the development of digital learning assets. For over ten years, Michael served as the Introductory Biology Coordinator at Appalachian

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State University—a program that enrolls over 4,500 non-science majors annually. Michael is the lead architect in the design of McGraw-Hill's Connect Plus and LearnSmart media content for the Mader series. These assets allow instructors to easily design interactive tutorial materials, enhance presentations in both online and traditional environments, and assess the learning objectives and outcomes of the course.

Ebook: Economics

Ebook: Economics

Establishing Connections in Languages and

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Cultures

Ebook: Environmental Science: A Global Concern

EBOOK: Investments - Global edition Beginning French

The second edition of Write Now guides students through the process of writing, revising, and editing their work and gives them greater confidence as they approach writing for college, for their careers, or for their everyday lives. Students are offered plenty of practical, hands-on advice for exploring ideas, drafting, revising, and editing for any writing situation

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they might encounter. Unique to Write Now, the Rhetorical Star is used throughout the text to keep students focused on their writing situation as they draft, revise, edit, and design their work. The Annotated Instructor's Edition includes classroom tips, tips for using SmartBook and LearnSmart, and answers to activities and Grammar Window exercises. "Based on the work of Peter H. Raven, President Emeritus, Missouri Botanical Garden; George Engelmann, Professor of Botany Emeritus, Washington University, George B. Johnson, Professor Emeritus of Biology, Washington University."

European economies are now dominated by services,

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and virtually all companies view service as critical to retaining their customers today and in the future. In its third European edition, Services Marketing: Integrating Customer Focus across the Firm provides full coverage of the foundations of services marketing, placing the distinctive gaps model at the center of this approach. Drawing on the most recent research and using up-to-date and topical examples, the book focuses on the development of customer relationships through quality service, outlining the core concepts and theories in services marketing today. New and updated material in this new edition include:

- - New content on the role of digital marketing and social

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media has been added throughout to reflect the latest developments in this dynamic field · - Increased coverage of Service dominant logic regarding the creation of value and the understanding of customer relationships · - New examples and case studies added from global and innovative companies including AirBnB, IKEA, Disneyland, Scandinavia Airlines, and Skyscanner

More and more we are challenged by today's learning environment · students are different, digital tools are evolving, and instructors are continually asked to do more with less yet show greater results. With the creation of Many Europes, Choice & Chance in

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Western Civilization, an entirely integrated program, we recognize this changing environment and set out with the goal of better meeting the western civilization course challenges of improving student performance, critical analysis skills, and overall comprehension in a continually evolving teaching and learning environment. What does it mean to be an integrated program? Rather than a traditional narrative text that then has ancillary support material or supplements tacked onto it, Western Civilization was constructed as a program. Each narrative section has clearly stated learning objectives that are tied to the digital tools which drive the program's assessment. A key tool in

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driving knowledge is McGraw-Hill's LearnSmart, an adaptive assessment tool, which has proven results of increasing student comprehension and overall course results. Yet, we realize that while history instructors want students to know basic historical facts, the actual goal of the course is improving student's critical thinking abilities. Our Critical Missions develop analysis skills through the examination of maps, primary sources and the completion of a written argument. In addition, several other assignment types within McGraw-Hill's Connect drive the development of analysis skills and are also tied directly to learning objectives. What do we mean by Choice? Unique to

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this program, Many Europes discusses European history as a series of choices within a set of historical circumstances, driving greater critical analysis as students realize that Europe's fate was never inevitable but instead was created by individuals with diverse voices and perspectives. Choice also means flexibility. Many Europes' flexible content including a customizable documents collection available as print or digital as well as many user options from a completely digital experience to a hybrid print and digital experience, or if you must, an all print experience. What do we mean by Chance? In history chance shows itself as a dropped letter, an unexpected

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storm, or surprise turn of events. Chance can also show itself as a new way, path, or direction that allows for the anticipation and expectation of something better. Many Europes' flexible content coupled with powerful digital learning tools and a customizable documents collection gives users an innovative choice for the teaching and learning of Western Civilization as well as a better chance for improved student results and course outcomes.

ebook: Managing Operations Across the Supply Chain

The Quest for Competitive Advantage

Essentials of Economics

Biology Ebook

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Communication Matters

This new edition of *Crafting and Executing Strategy* continues to provide a valuable resource for European readers while embracing new and updated core concepts and key theories in strategy. Throughout the text you will find a range of examples that illustrate how strategy works in the real world and encourage the practical application of learning. Complementing the chapters is a section of new cases providing in-

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depth analysis of the challenges of strategic management at a range of companies. This edition includes:

- A new 6Ds framework, allowing readers to structure their approach to strategic management around the fundamental elements of the strategy process (Diagnosis, Direction, Decisions and Delivery) and the context within which that process is managed (Dynamism and Disorder).
- Opening cases that begin each chapter and feature real-

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lifebusiness scenarios from companies such as Tinder, Ikea and Victorinox, introducing strategic concepts and theories. • Illustration Capsules, which have been updated to illustrate contemporary business concerns and demonstrate how companies have reacted strategically, increasing understanding of successful strategies. Companies featured include Burberry, TOMS, Aldi, Novo Nordisk and more. • Key Debates that stimulate classroom

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discussion and encourage critical analysis. • Emerging Themes that present contemporary strategic opportunities and issues such as ripple intelligence and technology and new organizational structures. • A Different View encouraging readers to appreciate differing viewpoints on strategic concepts and theories. • End of chapter cases that capture each chapter's main theories through engaging cases on companies such as Adidas and

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Nike, Lego and Uber. • New recommended reading at the end of each chapter which help to further knowledge, including classic texts and advanced reading, and author notes providing context Connect is McGraw-Hill Education's learning and teaching environment that improves student performance and outcomes while promoting engagement and comprehension of content. New for this edition are interview-style videos, featuring

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author Alex Janes in discussion with business leaders, exploring how organizational strategy has developed within companies as diverse as Jeep, Levi Strauss, NovoNordisk and a prestigious oil and gas company. The videos are provided in full-length or in segments, with questions aimed at encouraging classroom discussion or self-testing. This new edition is available with SmartBook, McGraw-Hill Education's adaptive, digital tool that tests

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students' knowledge of key concepts and pinpoints the topics on which they need to focus study time. Crafting and Executing Strategy is also available with both The Business Strategy Game and GLO-BUS - the world's leading business strategy simulations.

This volume encompasses the range of issues encountered by language scholars who teach and research in departments of languages and cultures within the higher education system, predominantly

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in Australia, but touching other universities worldwide. Related studies on language planning, methodology or pedagogy have focused on one or more of these same issues, but rarely on their totality. Intersections as a metaphor running discreetly through the essays in this volume, connects them all to a lived reality. The field of languages and cultures, as it is practised and reflected upon in Australian universities, is essentially an

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interdisciplinary and interconnecting space - one in which linguistic and disciplinary diversities meet and join forces, rather than collide or disperse along different pathways. The international and local studies featured here focus on language planning, new pedagogies and language reclamation and link to meeting points and commonalities. They show that language scholars are increasingly finding themselves on common ground as

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they tackle issues of policy and practice affecting their field, whether within their institutions, within the tertiary system, or within the framework of government policy.

Economics for Business 5th edition is an essential introduction to economics tailor-made for business students.

Economic principles are clearly explained within the context of modern business, drawing on a wealth of contemporary examples that bring the

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topics to life.

EBOOK: Analysis for Financial
Management

Ebook: Chemistry

Common Core Achieve, GED Exercise Book
Mathematics

EBOOK: Analysis for Financial
Management

Essentials of Biology

Ebook: Crafting and Executing Strategy

COMING SOON: Revised for 2015 Dietary
Guidelines Finally one-stop shopping for

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everything you need for your introductory majors course! Building upon the long-standing strengths of Wardlaw's Perspectives in Nutrition, the tenth edition author team has taken a garden-fresh approach to revising this highly regarded text. Every paragraph has been scrutinized to ensure that students are exposed to scientific content and concepts that are explained accurately and precisely, and in high-interest fashion that will draw students into their first study of nutrition science. Students will benefit from a carefully crafted text that brings them up-to-date scientific thinking and research blended with dynamic

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activities that will allow them to apply their knowledge to their own lives and future careers. Instructors will have the ability to assign auto-graded coursework and tutorials that are assessed against Learning Outcomes. The textbook content also serves as the basis for an adaptive, diagnostic self-learning tool for students that will help them acquire mastery and improved grades. Users who purchase Connect Plus receive access to the full online ebook version of the textbook.

ebook: Managing Operations Across the Supply Chain

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Ebook: Managerial Accounting

Learn the essentials of Six Sigma in just 36 hours
The McGraw-Hill 36-Hour Six Sigma Course
provides you with the knowledge you need to
understand, implement, and manage a Six Sigma
program. This detailed yet accessible guide
explores 10 essential Six Sigma tools for
manufacturing along with other core components
of a Six Sigma program.

Intersections in Language Planning and Policy

EBOOK: Services Marketing: Integrating Customer
Focus Across the Firm

The Essentials

Access Free Mcgraw Hill Connect Learnsmart Answers

LL Questions and Answers with Connect Plus with LearnSmart Fitness and Wellness 1 Semester Access Card

Concepts of Genetics is a one semester introductory genetics text that explains genetics concepts in a concise, engaging and up-to-date manner. Rob Brooker, author of market leading texts in Genetics and Intro Biology for majors, brings his clear and accessible writing style to this briefer genetics text. He employs the

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use of experimentation and stresses the fundamentals of the Scientific Method in presenting genetics concepts, then further engages the reader through the use of formative assessment to assist the student in understanding the core genetic principles. The introduction of Learning Outcomes throughout the chapter in the 2nd edition helps the student focus on the key concepts presented in the chapter. Concepts of Genetics, 2e also stresses developing

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problem-solving skills with the new feature "Genetic TIPS" that breaks a problem down into conceptual parts (Topic, Information, Problem-Solving Strategy) to help students work through the answer. The 2nd edition will be more focused on core concepts with the narrowing of book content by eliminating specialty chapters that many courses do not have time to cover in detail (the full chapters on Developmental Genetics and Evolutionary

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Genetics--these general topics are discussed elsewhere, but not in the amount of detail in the first edition). The author has added new information regarding epigenetics and material on personalized medicine. The integration of the genetics text and the power of digital world are now complete with McGraw-Hill's ConnectPlus including LearnSmart. Users who purchase Connect Plus receive access to SmartBook and to the full online ebook version of the

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textbook.