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With the same contemporary approach and dynamic examples that made previous editions so popular, FUNDAMENTALS OF FINANCIAL MANAGEMENT, 14e continues to provide students with a focused understanding of today's corporate finance and financial management. This market-leading text offers a unique balance of clear concepts, contemporary theory, and practical applications in order to help students understand the concepts and reasons behind corporate budgeting, financing, working capital decision making, forecasting, valuation, and Time Value of Money (TVM). Offering the most cutting-edge coverage available, the Fourteenth Edition includes discussions of the federal debt, the ongoing recovery of financial markets, and the European debt crisis. Numerous practical examples, Quick Questions, and Integrated Cases demonstrate theory in action. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Now in its 16th edition, this proven, market-leading book is a favorite among readers for its clear, concise treatment of international trade and finance theory. INTERNATIONAL ECONOMICS uses a wealth of contemporary examples and practical applications to vividly demonstrate the relevance of theory to real-world economic issues and policy questions. The author presents discussions both verbally and graphically, making the book understandable even for readers with little economics background. This edition reflects the latest economic issues, from deindustrialization and declining oil prices to foreign exchange market rigging and deflation and the Eurozone. As delighted readers have already discovered, "If it's clear, concise, and contemporary, it has to be Carbaugh!" Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. With the winds of trade war blowing as they have not done in decades, and Left and Right flirting with protectionism, a leading economist forcefully shows how a free and open economy is still the best way to advance the interests of working Americans. Globalization has a bad name. Critics on the Left have long attacked it for exploiting the poor and undermining labor. Today, the Right challenges globalization for tilting the field against advanced economies. Kimberly Clausing faces down the critics from both sides, demonstrating in this vivid and compelling account that open economies are a force for good, not least in helping the most vulnerable. A leading authority on corporate taxation and an advocate of a more equal economy, Clausing agrees that Americans, especially those with middle and lower incomes, face stark economic challenges. But these problems do not require us to retreat from the global economy. On the contrary, she shows, an open economy overwhelmingly helps. International trade makes countries richer, raises living standards, benefits consumers, and brings nations together. Global capital mobility helps both borrowers and lenders. International business improves efficiency and fosters innovation. And immigration remains one of America's greatest strengths, as newcomers play an essential role in economic growth, innovation, and entrepreneurship. Closing the door to the benefits of an open economy would cause untold damage. Instead, Clausing outlines a progressive agenda to manage globalization more effectively, presenting strategies to equip workers for a modern economy, improve tax policy, and establish a

better partnership between labor and the business community. Accessible, rigorous, and passionate, *Open* is the book we need to help us navigate the debates currently convulsing national and international economics and politics. This popular text combines a clear, concise presentation of basic micro- and macroeconomic theory with an abundance of contemporary applications to motivate the reader. This new 7th edition is very strong on internationally oriented examples and it has excellent chapters on international trade and finance. An online Instructor's Manual and Test Bank are available to adopters and a free online study guide is available to students. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Learn the rules to building loyal (and lucrative) digital followings Renegades Write the Rules reveals the innovative strategies behind the social media success of today's top celebrities, brands, and sports icons, and how you can follow their lead. Author Amy Jo Martin is the founder of Digital Royalty and the woman who pioneered how professional sports integrate social media. In this book she shows how to build a faithful following and beat the competition clamoring for people's attention by continually delivering value - when, where, and how people want it. People want to be heard, to be involved, to be entertained, to be adventurous, to be informed. Reveals the winning strategies for using social media to achieve dramatic results Shows how to gain influence with social media that requires unprecedented (and potentially uncomfortable) level of accessibility and ongoing affinity Filled with illustrative examples of social media successes (including Dwayne "The Rock" Johnson, Shaquille O'Neal, and Nike) that show how humanizing a brand through social media leads to monetization Explores how Amy Jo Martin and other successful entrepreneurs are becoming renegades by using social media to innovate their personal and professional lives The book reveals one of the basic rules of digital media success: Humans connect with humans, not logos and creative taglines. The first comprehensive work on globalization within the context of sustainable development initiatives in Africa. **THE BLACK HAND** is the true story of Rene Enriquez, aka "Boxer," and his rise in a secret criminal organization, a new Mafia, that already has a grip on all organized crime in California and soon all of the United States. This Mafia is using a base army of an estimated 60,000 heavily armed, loyal Latino gang members, called Surenos, driven by fear and illicit profits. They are the most dangerous gang in American history and they wave the flag of the Black Hand. Mafioso Enriquez gives an insider's view of how he devoted his life to the cause--the Mexican Mafia, La Familia Mexicana, also known as La Eme--only to find betrayal and disillusionment at the end of a bloody trail of violence that he followed for two decades. And now, award-winning investigative journalist Chris Blatchford, with the unprecedented cooperation of Rene Enriquez, reveals the inner workings, secret meetings, and elaborate murder plots that make up the daily routine of the Mafia brothers. It is an intense, never-before-told story of a man who devoted his life to a bloody cause only to find betrayal and disillusionment. Based on years of research and investigation, Chris Blatchford has delivered a historic narrative of a nefarious organization that will go down as a classic in mob literature. Any suggestions for copywriter or provide generic description of the product to be used for the Internet or non-channel specific applications. NOTE: If you have a book only version for this product, it is imperative that you provide a description that does not include any references to package elements. Now in its Fourteenth Edition, this proven, market-leading book remains a favorite among readers of all backgrounds for its clear, concise treatment of international trade and finance theory. Using a wealth of contemporary examples and practical applications, **INTERNATIONAL ECONOMICS** vividly demonstrates the relevance of theory to real-world economic issues and policy questions. Discussions are presented both verbally and graphically, making the book highly accessible even if you have little economics background. As you will soon discover, if it's clear, concise and contemporary, it has to be Carbaugh! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. MindTap is a fully online, highly personalized learning experience built upon Cengage Learning content. MindTap combines student learning tools - readings, multimedia, activities and assessments - into a singular Learning Path that guides students through their course. Instructors personalize the experience by customizing authoritative Cengage Learning content and learning tools, including the ability to add their own content in the Learning Path via apps that integrate into the MindTap framework seamlessly with Learning Management Systems. President Eisenhower, who was not always the best student, once wrote, "One cannot always read a man's future in the record of his younger days." Indeed, this review of the classroom experiences of presidents and first ladies from George and Martha Washington to Barack and Michelle Obama reveals that few made model students. Teachers reported that John F. Kennedy could "seldom locate his possessions," found George H.W. Bush "somewhat eccentric," and dubbed a sixth-grade Bill Clinton "a motormouth." In addition to chronicling the school days of these historic figures, this volume also relates their teaching experiences, the educational issues they addressed during their White House years, and intricacies of education at their time in history, providing an informative overview of American schooling over time. For one semester MBA Managerial Economics courses **Economics for Managers** presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a managerial decision-making perspective in a framework that can be used in a single-semester course. To be competitive in today's business environment, managers must understand how economic forces affect their business and the factors that must be considered when making business decisions. This is the only

book that provides business students and MBAs with a thorough and applied understanding of both micro- and macroeconomic concepts in a way non-economics majors can understand. The third edition retains all the same core concepts and straightforward material on micro- and macroeconomics while incorporating new case material and real-world examples that relate to today's managerial student. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed. This book is carefully designed and correlated to the thirteen telecourse video programs to enrich your understanding of economic principles. MANAGEMENT, 12E, takes a functional, skills-based approach to the process of management with a focus on active planning, leading, organizing and controlling. Griffin carefully examines today's emerging management topics, including the impact of technology, importance of a green business environment, ethical challenges, and the need to adapt in changing times. This edition builds on proven success to help strengthen your management skills with a balance of classic theory and contemporary practice. Numerous new and popular cases and learning features highlight the challenges facing today's managers. Hundreds of well-researched contemporary examples, from Starbucks to The Hunger Games to professional baseball, vividly demonstrate the importance of strong management to any type of organization. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. The Dictionary of International Trade Law book was the first of its kind and remains the indispensable reference that students, scholars, and practitioners around the world frequently consult. This Dictionary defines and explains in detail hundreds of terms -- common and uncommon ones -- used in the field, from the "ACU" and "CMAA" to "TIFA" and the "WCO.". Many entries include organizational charts (e.g., the structure of the new Department of Homeland Security) and tables (e.g., of precedent-setting cases on zeroing). Many entries also provide references for further research. Notably, the Dictionary has two Annexes: • Annex A has data on U.S. FTAs, including votes by political party in Congress, on immediate versus deferred duty-free treatment for goods, market access for services, and government procurement thresholds. It also boasts a Note on TPP, which is rich in breadth and depth. • Annex B sets out research tools, such as tables on milestones in Chinese history (from early dynasties through modern legal reforms), EU institutions, and U.S. trade statutes. Like the globally acclaimed book, International Trade Law: An Interdisciplinary, Non-Western Textbook, the Dictionary enjoys both legal and non-legal audiences. That is because the Dictionary pays special attention to practical terms and theoretical concepts from international economics and development studies. Among the highlights of the third edition of the Dictionary are: • Several dozen brand New and Expansive entries for even more thorough coverage. • Updated and expanded material for hundreds of existing entries. • Several hundred Suggestions for Further Research, covering materials published up through the first 20 years of the life of the WTO. • Compilation, synthesis, and analysis of updated data on every one of America's FTAs, and of every one of Japan's EPAs. • Updated historical information about milestones in the economic development of the EU and China. In sum, the 1,500-page Dictionary is the user-friendly tool for students, scholars, and practitioners to navigate through and critically analyze the complex jargon and concepts in trade. The eBook versions of this title feature links to Lexis Advance for further legal research options. The only text to strike a balance between solid financial theory and practical applications, Brigham/Ehrhardt's FINANCIAL MANAGEMENT: THEORY AND PRACTICE, 15e gives you a thorough understanding of the essential concepts you need to develop and implement effective financial strategies. The book begins with a presentation of corporate finance fundamentals before progressing to discussions of specific techniques used to maximize the value of a firm. It also explores the recent financial and economic crises and the role of finance in the business world. With its relevant and engaging presentation, numerous examples, and emphasis on Excel usage, this text serves as a complete reference tool for you in your academic or business career. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. A collection of essays covering cultural identity, understanding diversity, co-cultures in the United States, and how to improve your intercultural communication skills. Appleyard, Field, and Cobb's International Economics, 6th Edition is an International Economics textbook that offers a consistent level of analysis and treatment of the two main subdivisions of international economics—international trade theory and policy and international monetary theory and policy. Comprehensive and clear, the text helps students move beyond recognition toward an understanding of current and future international events. As with each prior edition, the authors provide current and timely information on the wide variety of international economic phenomena in the 6th Edition. New boxed items were added to cover emerging issues in the global economy. Chapter material was updated to include recent developments in U.S. trade policy, major changes in the European Union, progress in the transition from command to market economies, and special issues related to developing nations. These improvements are designed to help readers both understand and appreciate the growing importance of the global economy in their lives. A highly interdisciplinary overview of the wide spectrum

of current international research and professional practice in intercultural communication, this is a key reference book for students, lecturers and professionals alike. Key examples of contrastive, interactive, imagological and interlingual approaches are discussed, as well as the impact of cultural, economic and socio-political power hierarchies in cultural encounters, essential for contemporary research in critical intercultural communication and postcolonial studies. The Handbook also explores the spectrum of professional applications of that research, from intercultural teaching and training to the management of culturally mixed groups, facilitating use by professionals in related fields. Theories are introduced systematically using ordinary language explanations and examples, providing an engaging approach to readers new to the field. Students and researchers in a wide variety of disciplines, from cultural studies to linguistics, will appreciate this clear yet in-depth approach to an ever-evolving contemporary field. The new edition of this popular text combines a clear, concise presentation of basic micro- and macroeconomic theory with up-to-date coverage of the U.S. economic recovery as well as international issues. The author's treatment of current debates over banking regulation, fiscal issues, and other hot topics is always well-balanced. Many students in an introductory economics course are non-majors, so Carbaugh keeps things light and friendly and uses lots of applications to hold the reader's interest. **INTERNATIONAL BUSINESS LAW AND ITS ENVIRONMENT**, 8e, International Edition centers on the basic market-entry strategies most firms deploy as they expand into international markets: trade in goods and services, protecting and licensing intellectual property, and foreign direct investment. Interweaving the law with ethics-related issues, the text shows how individual firms manage these strategies in different ways while discussing the latest political, economic, and legal developments around the world. Helpful features such as case examples, end-of-chapter questions, and ethics activities help solidify your understanding of the material. Now in its Thirteenth Edition, this proven, market-leading text remains a favorite among students and instructors alike for its clear, concise treatment of international trade and finance theory. Using a wealth of contemporary examples and practical applications, **GLOBAL ECONOMICS**, 13e, International Edition vividly demonstrates the relevance of theory to real-world economic issues and policy questions. Discussions are presented both verbally and graphically, making the text highly accessible even for students with little economics background, and a flexible format makes the text suitable for a wide range of course structures and subjects. As delighted students and instructors have discovered, "if it's clear, concise and contemporary, it has to be Carbaugh!" The economy is tough -- but understanding economics doesn't have to be. In fact, opening up the world of economics can be exciting with Arnold's popular **ECONOMICS**, 14E. You see how economic forces impact daily events and form an important part of life 24/7. Current, everyday economic examples, updated learning features and engaging discussions illustrate the many unexpected places economics can occur. You learn how supply and demand play out on a freeway, what money is and isn't, how a person pays for good weather, why some countries are rich while others are poor and even why U-Haul rates are higher from New York to Texas than from Texas to New York. Three new chapters examine economic research, health economics and forces like creative destruction and crony capitalism. Revised coverage of the Federal Reserve System reviews changes in monetary policy. With **ECONOMICS**, 14e, you gain the economic tools, new thinking and theories to help you better understand the world around you. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. This handbook brings together 26 ethnographic research reports from around the world about communication. The studies explore 13 languages from 17 countries across 6 continents. Together, the studies examine, through cultural analyses, communication practices in cross-cultural perspective. In doing so, and as a global community of scholars, the studies explore the diversity in ways communication is understood around the world, examine specific cultural traditions in the study of communication, and thus inform readers about the range of ways communication is understood around the world. Some of the communication practices explored include complaining, hate speech, irreverence, respect, and uses of the mobile phone. The focus of the handbook, however, is dual in that it brings into view both communication as an academic discipline and its use to unveil culturally situated practices. By attending to communication in these ways, as a discipline and a specific practice, the handbook is focused on, and will be an authoritative resource for understanding communication in cross-cultural perspective. Designed at the nexus of various intellectual traditions such as the ethnography of communication, linguistic ethnography, and cultural approaches to discourse, the handbook employs, then, a general approach which, when used, understands communication in its particular cultural scenes and communities. **Applied Business Statistics for Business and Management using Microsoft Excel** is the first book to illustrate the capabilities of Microsoft Excel to teach applied statistics effectively. It is a step-by-step exercise-driven guide for students and practitioners who need to master Excel to solve practical statistical problems in industry. If understanding statistics isn't your strongest suit, you are not especially mathematically-inclined, or if you are wary of computers, this is the right book for you. Excel, a widely available computer program for students and managers, is also an effective teaching and learning tool for quantitative analyses in statistics courses. Its powerful computational ability and graphical functions make learning statistics much easier than in years past. However, **Applied Business Statistics for Business and Management** capitalizes on these improvements by teaching students and practitioners how to apply Excel to statistical techniques necessary in their courses and

workplace. Each chapter explains statistical formulas and directs the reader to use Excel commands to solve specific, easy-to-understand business problems. Practice problems are provided at the end of each chapter with their solutions. Kenwood and Lougheed's classic book has been the benchmark introduction to the development of the global economy for decades. For this fifth edition, Michael Graff has brought the story up to date to include events from the early part of the twenty first century – continued globalization, the emergence of Asia as an economic power and the greater role played by business on the international scene. Beginning with the industrial revolution, the book charts the long nineteenth century, the impact of colonialism, the fast pace of technology growth and the impact of global wars. New features to this edition include: a prologue explaining the initial conditions faced by the world economy in 1820, detailing the beginnings of international trade and the influence of slavery greater coverage of developing countries increased coverage of World Wars I and II and of the twentieth century a number of appendices outlining the economic concepts and theories underlying the text This new edition of Growth of the International Economy provides the reader with a clear understanding of the factors which have been instrumental in creating the economic environment we face two hundred years after the industrial revolution.

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