



# BUSINESS 2020

Learning Solutions from Cengage

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Welcome to our Business brochure featuring our new and best-selling titles for 2020. We hope you enjoy browsing through the peer reviewed content and learning solutions for courses across the curriculum.

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- The Student Voices research report

Best wishes  
Cengage EMEA

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# COURSEWARE SOLUTIONS

Between class preparation and grading, finding time to help your Business students improve their problem solving and critical thinking skills can be a challenge. That's where Cengage's courseware comes in:

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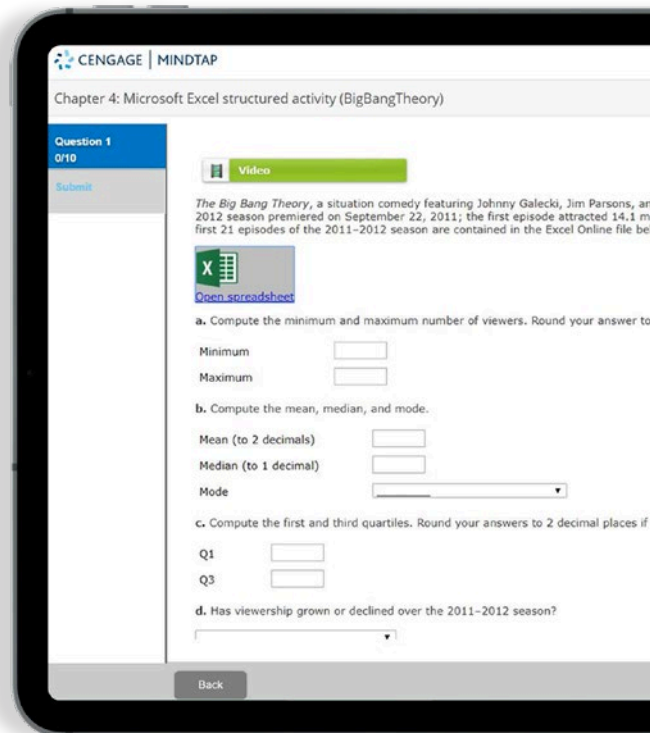
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85%

of students stated they believe WebAssign positively impacted their exam grades.

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# INTRODUCTION TO BUSINESS

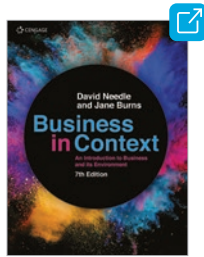
## Business in Context

7th Edition

**David Needle**, King's College, University of London  
**Jane Burns**, University College London

© 2019 | 9781473758391

Now in its seventh edition, *Business in Context* introduces you to all the aspects of modern business and its changing environment. This classic text has been fully updated and is essential reading for all introductory business courses, particularly business environment modules. The seventh edition combines the hallmark qualities of David Needle's style whilst new co-author Jane Burns brings over 20 years of industry experience.



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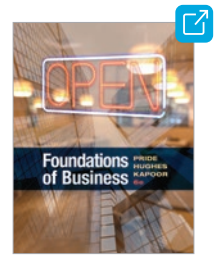
## Foundations of Business

6th Edition

**William M. Pride**, Texas A&M University  
**Robert J. Hughes**, Richland College, Dallas County  
Community Colleges  
**Jack R. Kapoor**, College of DuPage

© 2019 | 9781337386920

Recognized for its concise, easy-to-understand approach, *Foundations of Business* helps students build the solid foundation they need to succeed in today's competitive business world and in their personal lives. Up-to-date coverage presents forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance.



Available with MINDTAP

## BUSN

11th Edition

**Marcella Kelly**, Santa Monica College  
**Chuck Williams**, Butler University

© 2019 | 9781337407120

*BUSN* offers full coverage of course concepts through unique resources and features that mirror the natural study habit of students. *BUSN* combines an easy-reference, paperback textbook with chapter review cards, and a groundbreaking online product that enables students to study how and when they want - including on their smartphones.



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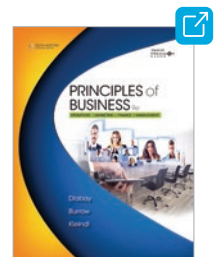
## Principles of Business

Precision Exams Edition

9th Edition

**Les Dlabay, Ed.D.**, Lake Forest College  
**James L. Burrow**, North Carolina State University  
**Brad Kleindl**, Park University

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# INTERNATIONAL BUSINESS

Available with MINDTAP

## International Business

3rd Edition

**Mike Peng**, University of Texas  
**Klaus Meyer**, Western University

© 2019 | 9781473758438

Drawing from the combined experiences of Mike Peng and Klaus Meyer, *International Business* provides a comprehensive insight into contemporary business practices. Covering recent global developments and current issues such as Brexit, as well as the historical context of international business, the third edition highlights the complex nature of global business.



## Corporate Governance

A Global Perspective

1st Edition

**Marc Goergen**, Cardiff Business School

© 2018 | 9781473759176

This newly acquired title has been thoroughly updated by Cengage to provide a comprehensive introduction to the theory and practice of *Corporate Governance*. It enables students to explore current issues relating to the design of capitalist systems, such as the impact of immigration and rising inequality. This text references the latest regulation and codes of best practice to ensure that students are up to date with the latest developments in the field. Covering topics such as ownership and control, boards of directors and emerging markets, this text highlights the multidisciplinary nature of Corporate Governance.



# BUSINESS RESEARCH METHODS

## Business Research Methods

2nd Edition

**Christina Quinlan**, De Montfort University  
**Barry J. Babin**, Louisiana Tech University  
**Jon C. Carr**, North Carolina State University  
**Mitch Griffin**, Bradley University  
**William G. Zikmund**, Oklahoma State University

© 2019 | 9781473760356

*Business Research Methods* will show your students how to undertake all parts of their research through this clear structured guide. Christina Quinlan's qualitative and holistic approaches are combined with William Zikmund's quantitative and advanced methods to give your students a broad spectrum of approaches for their research project. It is a comprehensive and interesting text that is essential reading for any business student taking a research methods module. Each stage of the research process is considered, including ethics and philosophical frameworks.



# BUSINESS LAW & ETHICS

NEW EDITION Available with MINDTAP

## Business Law

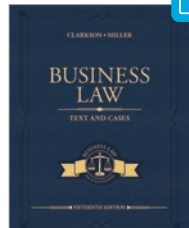
Text and Cases

15th Edition

**Kenneth W. Clarkson**, University of Miami  
**Roger Miller**, Institute for University Studies  
Arlington, Texas  
**Frank B. Cross**, University of Texas, Austin

© 2021 | 9780357129630

*Business Law's* strong student orientation makes the law accessible, interesting, and relevant. Cases, content, and features throughout this edition are thoroughly updated to present the latest developments in business law. Cases range from precedent-setting landmarks to important recent decisions. Ethical, global, e-commerce, digital, and corporate themes are integrated throughout with new features, such as new Digital Updates that highlight how digital progress is affecting the law.



Available with MINDTAP

## Business Ethics

Case studies and Selected Readings

9th Edition

**Marianne M. Jennings**, Arizona State University

© 2018 | 9781305972544

This text carefully reviews the decision-making process of business leaders today to illustrate why good leaders often make questionable decisions. This fascinating collection exposes common themes in less-than-ethical decision making and shows why leaders make ethical compromises in business that they would not make in personal lives. Short and long cases, readings, hypothetical situations, and current ethical dilemmas provide a basis for evaluating business ethics, while encouraging stronger values in future business leaders.



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## Business Law and Its Environment

10th Edition

**Richard Schaffer**, Appalachian State University  
**Filiberto Agusti, Esq.**, Steptoe & Johnson,  
Attorneys at Law  
**Lucien J. Dhooge**, Georgia Institute of  
Technology International

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## Business Ethics

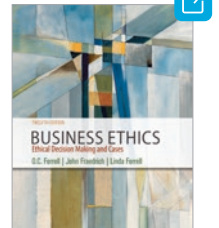
Ethical Decision Making & Cases

12th Edition

**O. C. Ferrell**, Auburn University  
**John Fraedrich**, Southern Illinois University  
**Linda Ferrell**, Auburn University

© 2019 | 9781337614436

Packed with cases, exercises, simulations and practice tests, this text thoroughly covers the complex environment in which managers confront ethical decision-making. Using a proven managerial framework, the authors address concepts, processes and best practices within successful business ethics programs. Students learn how to integrate ethics into key strategic business decisions. Revisions highlight new legislation affecting business ethics, the most up-to-date examples, best practices of high-profile organizations, and 20 new or updated original cases.



## Employment Law for Human Resource Practice

6th Edition

**David J. Walsh**, Miami University

© 2019 | 9781337555326



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## Essentials of Business Law and the Legal Environment

13th Edition

**Richard A. Mann**, The University of North Carolina  
**Barry S. Roberts**, The University of North Carolina

© 2019 | 9781337555180



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## Law and Ethics in the Business Environment

9th Edition

**Terry Halbert**, Temple University  
**Elaine Ingulli**, Richard A. Stockton  
College of New Jersey

© 2018 | 9781305972490



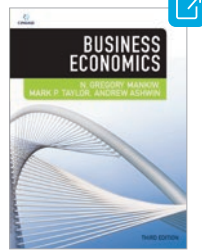
# BUSINESS ECONOMICS / ACCOUNTING

## Business Economics

3rd Edition

**N. Gregory Mankiw**, Harvard University  
**Mark P. Taylor**, Dean of Olin Business School,  
Washington University, St. Louis  
**Andrew Ashwin**, former Chair of Examiners of  
Economics and Business and a Chartered  
Educational Assessor

© 2019 | 9781473762770



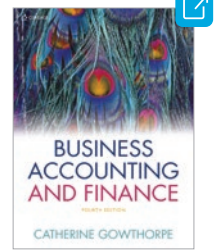
*Business Economics* brings together three authors with extensive experience in teaching both business and economics students. The text provides a clear and easy-to-read guide to the practical uses of economics in a business environment. Recent examples and cases throughout the text demonstrate the key economic issues facing the business world. Now covering the global economy, Brexit, the gig economy and international trade theories, the third edition ensures that students are up to date with the latest developments in business economics.

## Business Accounting and Finance

4th Edition

**Catherine Gowthorpe**, Oxford Brookes University

© 2018 | 9781473749351



*Business Accounting and Finance* provides an excellent introduction to finance, management accounting and financial accounting, whether students are just starting out in the subject or studying a module as part of another degree. This new edition includes additional material on financial analysis, new exercises in key topic areas such as statements of cash flow, and has been thoroughly updated in line with the latest legislation and regulation.

# BUSINESS COMMUNICATION

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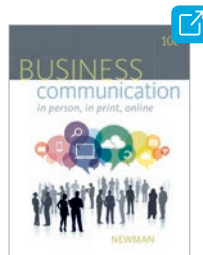
## Business Communication

In Person, In Print, Online

10th Edition

**Amy Newman**, Cornell University

© 2017 | 9781305500648



*Business Communication* covers the most important business communication concepts in detail. Company examples and situations keep students engaged while demonstrating how principles work in the real world. In addition to core written and oral communication skills, students learn to navigate complex relationships and use current, sophisticated technologies. Students also become skilled in creating PowerPoint® decks, managing their online reputation with LinkedIn and other tools, engaging customers using social media, leading web meetings and conference calls, and more.

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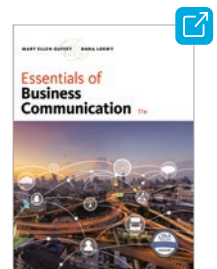
## Essentials of Business Communication

11th Edition

**Marry Ellen Guffey**, Los Angeles Pierce College

**Dana Loewy**, California State University

© 2019 | 9781337386494



*Essentials of Business Communication* highlights best practices and strategies backed by cutting-edge research to help students strengthen professionalism, expert writing techniques, workplace digital savvy and résumé-building skills. Students learn how writing is central to business success, regardless of the communication channel. The book covers best practices for social media and mobile technology while equipping students with skills using grammar exercises, documents for editing and grammar practice.

# BUSINESS STATISTICS / DECISION SCIENCES

NEW EDITION

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## Statistics for Business and Economics

5th Edition

**David Anderson**, University of Cincinnati  
**Dennis Sweeney**, University of Cincinnati  
**Thomas Williams**, Rochester Institute of Technology  
**Jim Freeman**, University of Manchester  
**Eddie Shoemith**, University of Buckingham  
**James J. Cochran**, University of Alabama  
**Jeffrey D. Camm**, Wake Forest University

© 2020 | 9781473768451

With its application-oriented approach, the fifth EMEA edition of *Statistics for Business and Economics* teaches students the core concepts of statistics in the fields of business, management and economics, with the needs of the non-mathematician in mind. The authors interweave statistical methodology with applications of data analysis to enrich students' understanding of how statistics underpin problem-solving and decision-making.



NEW EDITION

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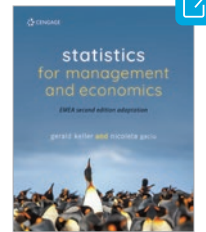
## Statistics for Management and Economics

2nd Edition

**Gerald Keller**, Wilfrid Laurier University  
**Nicoleta Gaciu**, Oxford Brookes University

© 2020 | 9781473768260

With a wealth of examples and real data, this statistics textbook is essential reading for all business, management and economics courses at undergraduate and MBA level. Keller's practical three-step approach to problem-solving demonstrates how statistics are vital for today's managers and economists: it teaches students how to identify the correct technique for a problem or data type, compute the statistics and how to interpret the results meaningfully, equipping them with the practical skills they need in a world of big data, data visualization and social media.



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## Business Analytics

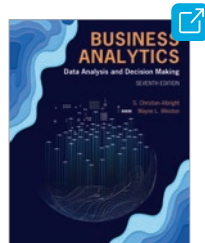
Data Analysis & Decision Making

7th Edition

**S. Christian Albright**, Indiana University  
**Wayne L. Winston**, Indiana University

© 2020 | 9780357109953

*Business Analytics, Data Analysis & Decision Making* helps readers master data analysis, modeling and spreadsheet use. With a focus on quantitative methods, the authors provide specific tools and skills to succeed while using a proven teach-by-example approach and inviting presentation. This edition integrates the latest version of Excel but offers the flexibility to use earlier versions of Excel. This edition's approach is more data-oriented than ever before with a new chapter covering the two primary Power BI tools in Excel and a section on data visualization with Tableau Public.



## Multivariate Data Analysis

8th Edition

**Joseph F. Hair**, University of South Alabama  
**Barry J. Babin**, Louisiana Tech University  
**Rolph E. Anderson**, Drexel University  
**William C. Black**, Louisiana State University

© 2018 | 9781473756540

The eighth edition of *Multivariate Data Analysis* provides an updated perspective on the analysis of all types of data as well as introducing some new perspectives and techniques that are foundational in today's world of analytics. *Multivariate Data Analysis* serves as the perfect companion for graduate and postgraduate students undertaking statistical analysis for business degrees, providing an application-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques.



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## Spreadsheet Modeling & Decision Analysis

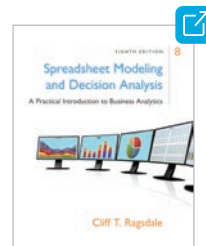
A Practical Introduction to Business Analytics

8th Edition

**Cliff Ragsdale**, Virginia Polytechnic Institute and State University

© 2018 | 9781305947412

The succinct instruction of *Spreadsheet Modeling and Decision Analysis* highlights the most commonly used business analytics techniques and clearly demonstrates how to implement these tools with the most current version of Excel® for Windows. This text focuses on developing both algebraic and spreadsheet modeling skills. This edition now features Analytic Solver and XLMiner Platforms with powerful tools for performing optimization, simulation and decision analysis in Excel, as well as complete tools for performing data mining in Excel and techniques for predictive analytics.



# BUSINESS AND MANAGEMENT INFORMATION SYSTEMS

NEW EDITION

## Database Principles, EMEA Edition

Fundamentals of Design, Implementation, and Management

3rd Edition

**Carlos Coronel**, Middle Tennessee State University  
**Steven Morris**, Middle Tennessee State University  
**Keeley Crocket**, Manchester Metropolitan University  
**Dr Craig Blewet**, University of KwaZulu-Natal

© 2020 | 9781473768048

*Database Principles* provides a solid and practical foundation for the design, implementation and management of database systems. The new edition has been updated with all the latest developments and technologies and incorporates a generous number of EMEA localised and motivating business vignettes that tie the concepts to real-life situations. The coverage of SQL provides numerous examples and simpler explanations that focus on areas most important for a database career.



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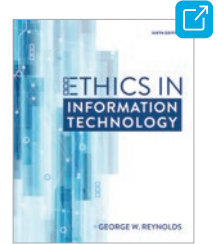
## Ethics in Information Technology

6th Edition

**George Reynolds**, Strayer University

© 2019 | 9781337405874

Thorough coverage in *Ethics in Information Technology* highlights notable technology developments and their impact on business. Students examine professional codes of ethics, cyberattacks and cybersecurity, security risk assessment, privacy, electronic surveillance, and freedom of expression. They also study Internet censorship, protection of intellectual property, quality software systems, IT's impact on society, social networking, and ethics of IT corporations. Unlike other introductory books with brief ethical coverage, this edition provides a thorough foundation for addressing ethical issues in the workplace.



NEW EDITION

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## MIS

10th Edition

**Hossein Bidgoli**, California State University

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Introduce your students to MIS today with the most practical and current title available: *MIS 10*.

Updates throughout this edition present the latest developments in cloud computing, AR/VR, quantum computing and blockchain. New case studies and information boxes connect the principles your students are learning to the most current developments in technology and business today.



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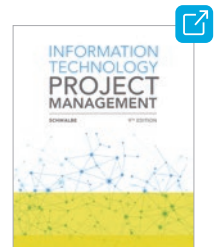
## Information Technology Project Management

9th Edition

**Kathy Schwalbe**, Augsburg College

© 2019 | 9781337101356

Schwalbe's *Information Technology Project Management* demonstrates principles distinctive to managing projects involving information technology. No other approach offers more insights or tools for IT project management success. Updates reflect the latest PMBOK® Guide and Agile Practice Guide with a focus on concepts, tools and techniques that are most effective today. Realistic scenarios help students understand and apply all 10 project management knowledge areas to IT projects.



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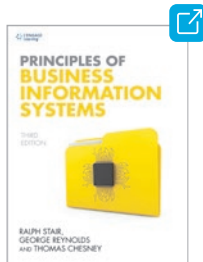
## Principles of Business Information Systems

3rd Edition

**Thomas Chesney**, Nottingham University  
**Ralph M. Stair**, Florida State University  
**George Reynolds**, Strayer University

© 2018 | 9781473748415

Now in its third edition, *Principles of Business Information Systems* has been fully updated with new cases, new questions and assignments and the latest technologies, whilst also retaining its comprehensive coverage of Information Systems issues. This new international edition also boasts a wealth of real world examples from a broad range of countries and updated coverage of IT and technological issues, making it perfect for courses that prepare students for the modern corporate world.





## Small Business Management

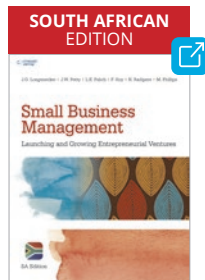
Launching and Growing Entrepreneurial Values

1st South African Edition

**Justin G. Longenecker**, Baylor University  
**Nkoana Radipere**, University of South Africa

© 2017 | 9781473734487

*Small Business Management* lays out, step by step, the knowledge and insights needed to lead and manage a small business. It provides instruction and guidance that will greatly improve your odds for success as you take your own entrepreneurial journey. This edition presents the best information available today about launching and growing small businesses in South Africa.



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## Successful Project Management

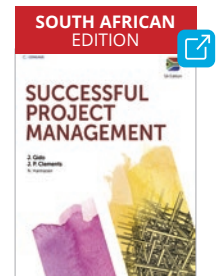
South Africa Edition

1st Edition

**Jack Gido**, Pennsylvania State University  
**Jim Clements**, Clemson University  
**Nishani Harinarain**, University of Kwazulu-Natal

© 2018 | 9781473751293

This text, specifically written for students in South Africa, is designed to present the essential skills readers need to make effective contributions and to have an immediate impact on the accomplishment of projects in which they are involved. A wealth of cases from both South Africa and Africa inspire discussion and debate, giving students first-hand insights into how to apply project management in the workplace. End-of-chapter practice activities reinforce concepts critical to project management success and enable students to put project management skills into practice.



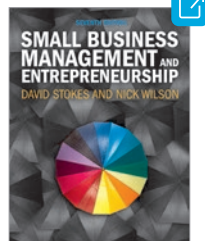
## Small Business Management and Entrepreneurship

7th Edition

**David Stokes**, Kingston University  
**Nicholas Wilson**, Kings College London

© 2017 | 9781473729735

*Small Business Management and Entrepreneurship* continues to extend its coverage of small business management and entrepreneurship, drawing on contemporary theory and practice in equal measure. Whilst the structure and format of the chapters remains broadly the same as the previous edition, the book includes many new examples and current references drawn from a wide variety of industrial, social and cultural contexts, bringing your knowledge of small business management and entrepreneurship up to date.



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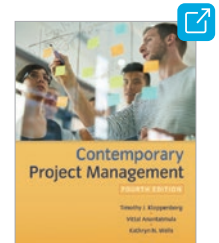
## Contemporary Project Management

4th Edition

**Timothy Kloppenborg**, Xavier University  
**Vital S. Anantatmula**, College of Business, Western Carolina University  
**Kathryn Wells**, Tecnológico de Monterrey campuses in Guadalajara and Querétaro, Mexico

© 2019 | 9781337406451

This edition introduces time-tested manual techniques and progressive automated techniques, enabling students to master proven methods in project management. All content is consistent with the knowledge areas and processes of the latest PMBOK® Guide and compatible with Microsoft® Project 2016.



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## Entrepreneurship

Theory, Process, and Practice

10th Edition

**Donald F. Kuratko**, The Kelley School of Business, Indiana University

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## Successful Project Management

7th Edition

**Jack Gido**, Pennsylvania State University  
**Jim Clements**, Clemson University  
**Rose Baker**, University of North Texas

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# OPERATIONS MANAGEMENT / SUPPLY CHAIN MANAGEMENT

NEW EDITION

## Supply Chain Management

A Logistics Perspective

11th Edition

**C. John Langley Jr.**, Georgia Institute of Technology  
**Robert A. Novack**, Penn State University  
**Brian J. Gibson**, Auburn University  
**John J. Coyle**, Penn State University

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*Supply Chain Management* highlights emerging issues, technology developments, and global changes in today's constantly evolving field of supply chain management. Updates examine significant changes in business environments and their impact on the success of supply chains. New coverage emphasizes recent supply chain technology, e-commerce and omni-channel supply chains, changes in transportation and pricing, warehousing, and impacts on future designs of supply chains.



NEW EDITION

## Purchasing and Supply Chain Management

7th Edition

**Robert M. Monczka**, Michigan State University  
**Robert B. Handfield**, North Carolina State University  
**Larry C. Giunipero**, Florida State University  
**James L. Patterson**, Western Illinois University

© 2021 | 9780357442142

*Purchasing and Supply Chain Management* draws from the authors' extensive first-hand experiences and relationships with executives and practitioners worldwide to highlight critical developments in the field. Students examine recent advancements in supply chain fraud management, artificial intelligence, analytics, procurement automation and robotic process automation. New content also discusses supply chain fraud management and mitigation, emerging technology in real-time supply chain control towers, use of blockchain and the creation of Centers of Excellence.



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## Principles of Supply Chain Management

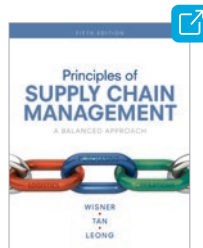
A Balanced Approach

5th Edition

**Joel D. Wisner**, University of Nevada, Las Vegas  
**Keah-Choon Tan**, University of Nevada, Las Vegas  
**G. Keong Leong**, University of Nevada, Las Vegas

© 2019 | 9781337406499

*Principles of Supply Chain Management*, guides students step-by-step through the management of all supply chain activities. Comprehensive content addresses real concerns related to domestic and global supply chains while one-of-a-kind coverage encompasses processes in operations, purchasing, logistics and then process integration. Well-organized chapters demonstrate practical applications of supply chain management in today's workplace with SCM Profiles and new end-of-chapter cases.



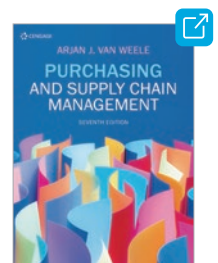
## Purchasing and Supply Chain Management

7th Edition

**Arjan J. van Weele**, Eindhoven University of Technology, Netherlands

© 2018 | 9781473749443

Fully updated, this highly respected textbook covers the latest developments in purchasing and supply chain management with clear and well-structured content complemented by strong case studies that are relevant and engaging. Global examples from Shell, Hewlett Packard, Mattel and Nespresso to name a few, demonstrate the challenges and solutions to problems companies face every day, while the latest research insights add a critical perspective throughout.

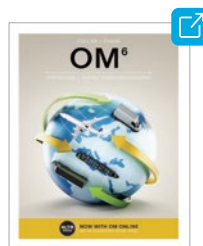


OM

6th Edition

**David A. Collier**, Florida Gulf Coast University  
**James Evans**, Carl H. Lindner College of Business, University of Cincinnati

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Course name/code	Expected number of students	

## Requested titles

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