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built on a strong foundation basic marketing 18e with connectplus and learnsmart provides an integrated teaching and learning solution for presenting the four ps framework and managerial orientation with a strategy planning focus the perreault franchise was the pioneer of the four ps in the introductory marketing course the unifying focus of basic marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs consistent with our belief in continuous quality improvement this edition has been critically revised updated and rewritten to reflect new concepts new examples recent best practices and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers

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the approach used by hoyle schaefer and douppnik in the new edition allows students to think critically about accounting just as they will do while preparing for the cpa exam and in their future careers with this text students gain a well balanced appreciation of the accounting profession as hoyle 12e introduces them to the field s many aspects it often focuses on past controversies and present resolutions the text continues to show the development of financial reporting as a product of intense and considered debate that continues today and into the future the writing style of the eleven previous editions has been highly praised students easily comprehend chapter concepts because of the conversational tone used throughout the book the authors have made every effort to ensure that the writing style remains engaging lively and consistent which has made this text the market leading text in the advanced accounting market the 12th edition includes an increased integration of ifrs as well as updated accounting standards

auditors are trained to investigate beyond appearances to determine the underlying facts in other words to look beneath the surface the recent financial crisis has made this skill even more crucial to the business community as a result of this recent crisis and of the financial statement accounting scandals that occurred at the turn of the century understanding the auditor s responsibility related to fraud maintaining a clear perspective probing for details and understanding the big picture are indispensable to effective auditing the author team of louwers ramsay sinason strawser and thibodeau has dedicated years of experience in the auditing field to this new edition of auditing assurance services supplying the necessary investigative tools for future auditors

business driven information systems 4e discusses various business initiatives first and how technology supports those initiatives second the premise for this unique approach is that business initiatives should drive technology choices every discussion first addresses the business needs and then addresses the technology that supports those needs this updated edition provides the foundation that will enable students to achieve excellence in business through its updated case studies closing cases technology plug ins expanded it topics and new project management content business driven information systems is designed to give students the ability to understand how information technology can be a point of strength for an organization and mcgraw hill s online learning and assessment solution connect mis helps students apply

this knowledge

for more than 20 years network world has been the premier provider of information intelligence and insight for network and it executives responsible for the digital nervous systems of large organizations readers are responsible for designing implementing and managing the voice data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce

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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 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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