

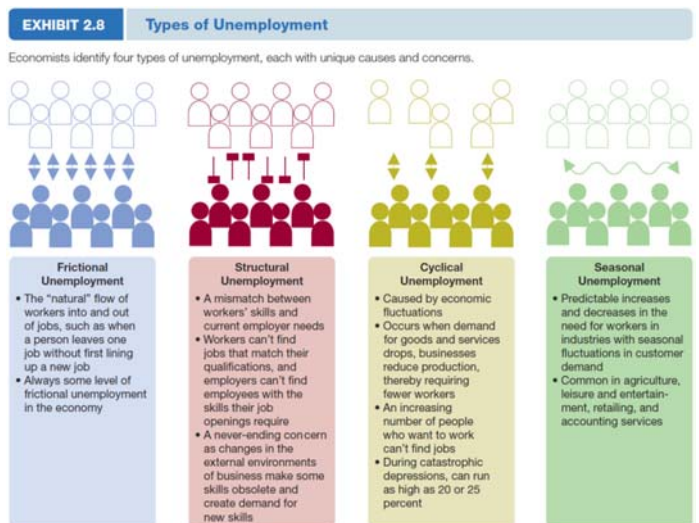
Why Introduction to Business Instructors Are Switching to *Business in Action*

High-Efficiency Learning Without Compromises

Business in Action offers instructors a much-needed alternative to texts that are either overstuffed and overwhelming or so skimpy that they compromise essential coverage. With full 20-chapter coverage, including dedicated chapters on employee motivation, customer communication, financial markets, and banking, it has the same scope as other comprehensive texts while being up to 20 percent shorter. There is no filler and no fluff, and the examples were chosen carefully to illustrate important points, without overloading the text. We invite you to do side-by-side comparisons with any other business text to see which one will make the best use of your students' limited time and energy for studying.

Visual Learning for a New Generation of Students

Business in Action takes efficiency and student-friendly design to an entirely new level, with more than 150 *Exhibits That Teach*. These unique diagrams, infographics, and other exhibits address the challenge of getting students to read long passages of text by presenting vital concepts visually. The emphasis throughout is on productive learning—on helping students minimize the time they spend reading while maximizing the learning outcome. This value-added approach to visuals is in sharp contrast to books that try to entertain students with decorative photos, cartoons, or fractured page designs that disrupt the flow of reading and thereby force students to spend even *more* time reading.



Objective-Driven Design with Information Chunking and Interim Checkpoints

Each chapter is divided into six concise segments, each focused on its own learning objective and offering a comprehensive checkpoint to help students review and reinforce what they've learned. With this approach, each learning objective is addressed almost as a mini-chapter within the chapter, letting students pace their intake and memorization, rather than having to review an entire chapter at once. The consistent six-part structure also simplifies course planning and class time allocation for instructors, and it helps students organize their reading, review, and test preparation.

Vignettes and Case Studies That Bring Business Concepts to Life

Every chapter is bookended with a vignette/case study pair that help students grasp the principles covered in the chapter. The chapter-opening vignette introduces a company faced with a major strategic challenge and encourages students to imagine how they would address that challenge. The chapter-

closing case study describes the strategic choices the company's leaders made, including how they applied the concepts the student just learned in the chapter. Three critical thinking questions require students to apply the concepts covered in the text. Plus, students can find out more about the company featured in the case by completing the Learn More Online exercise.

Reinforce Learning and Get a Constant Stream of Fresh Content

Business in Action's Real-Time Updates solves the age-old problems of maintaining the currency of textbook content and providing you with a steady stream of new examples, lecture materials, and media to enliven your classes. This unique suite of web technologies, developed by the authors, automatically provides weekly content updates, including interactive websites, podcasts, PowerPoint presentations, online videos, PDFs, infographics, and articles. Simply visit the website whenever you need material—or get new items delivered to your desktop automatically via RSS newsreader.

Accelerating Assessment and Personalizing Remediation with MyBizLab

MyBizLab provides a personalized interactive learning environment in which students can learn at their own pace and measure their progress along the way. With MyBizLab, students have unlimited opportunities for practice and mastery with assignments and practice questions that are correlated to the textbook. Helpful feedback coaches students whenever they enter incorrect answers. MyBizLab also generates a personalized study plan for each student based on his or her test results, and the study plan links directly to interactive tutorial exercises on targeted topics.