

Does Your Introduction to Business Textbook Deliver the Skills and Insights Needed for a Vastly Changed Business Environment?

The Three Essential Topics That Today's Introduction to Business Course Must Address

Society's Evolving Expectations for Business

From the world-changing impact of the pandemic to the prospect of conducting business in the metaverse to a spark of hope in the union movement, the past several years have been momentous for business. Now in its 10th edition, *Business in Action* has been comprehensively revised to reflect all these changes and to help students prepare for the complexities and expectations of today's workplace.

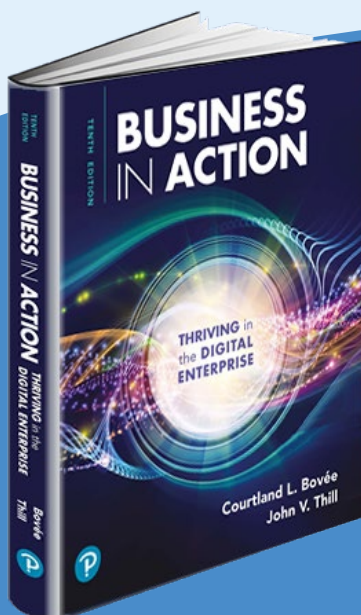
The past few years have also witnessed a long-overdue reckoning with bias in the workplace, and responsive businesses are rethinking everything from recruiting strategies to executive mentoring programs. In addition to addressing these changes through updated chapter content, the special features and visual presentation of the 10th edition were reimagined so that students can see their cultures and lived experiences reflected in the material.

Contemporary Leadership Practices

By touching virtually every aspect of business, the COVID-19 pandemic presented a variety of ways to show students how external forces affect business management. The 10th edition explores these learning opportunities in such areas as new strategies for employee motivation, evolving leadership styles, adaptable organizational models, and the design trade-offs that made global supply chains so vulnerable to disruption.

The AI Revolution in Business

The ChatGPT writing tool that is causing a stir in business and academia is more evidence of the pervasive role of smart technology in modern business. These tools have profound ethical, legal, and practical implications for business professionals. *Business in Action* has been tracking the rise of AI and other digital advances for years and continues to lead the market with coverage of these innovative and often disruptive technologies.



Business in Action 10e

More than half the Behind the Scenes features were replaced to highlight a more diverse range of entrepreneurs and executives.

More than 750 new and updated citations reflect the depth of research that went into preparing this new edition

More than 150 new assessment and critical thinking questions help you and your students evaluate learning achievement

The unique Thriving in the Digital Enterprise sections were updated to show the latest advances in the digital transformation of business

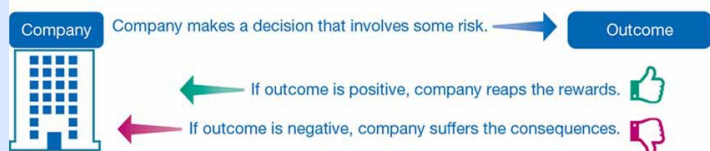
[Click here to learn more](#)

Engaging Students and Accelerating Skill Development

Visual Learning for Today's Students

Business in Action takes efficiency and student-friendly learning to a new level with nearly 120 unique diagrams, infographics, and other exhibits designed to minimize time spent reading while maximizing learning outcomes. The digital edition goes even further with many animated diagrams that make it easier for students to absorb key learning points.

Healthy connection between risk and reward



Moral hazard: Link between risk and reward is broken



Growing as a Professional

Resolving Ethical Dilemmas

Building Your Team Skills

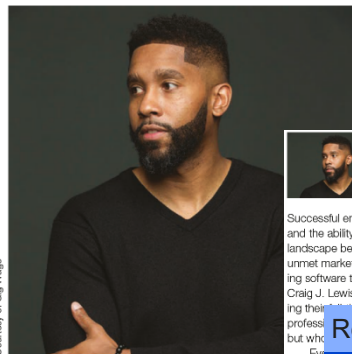
Sharpening Your Communication Skills

Developing Your Research Skills

Find an article, blog post, video, or other media item that describes a particular employability skill. *Business in Action* helps students develop the skills that are vital for success in today's workplace, including communication, collaboration, ethical decision-making, application of technology, and data literacy.

BEHIND THE SCENES

Gig Wage: Reinventing Financial Systems for a New World of Work



Courtesy of Gig Wage

Gig Wage founder Craig J. Lewis saw a business opportunity growing shift from traditional employment to gig work.

www.gigwage.com

For decades, a job has been much more than a paycheck. It's also been a sort of financial hub for employees, providing health insurance, retirement savings, and often other financial assistance such as child care and gym membership.

On paper, it looks like a win-win. Employers can entice talented people to join their firms by offering an array of valuable benefits, and employees get help with some of life's biggest expenses. Over time, employers, banks, and other financial partners in this arrangement developed payroll software platforms that handled all the money transfers and regulatory reporting. With the advent of direct deposit, employees

BEHIND THE SCENES

Gig Wage Rethinks Financial Software to Meet the Needs of Today's Business World

Successful entrepreneurs tend to have a keen eye for change and the ability to sense when things are shifting in the business landscape because change can bring opportunity in the form of unmet market demands. After years of selling and then developing software that helps companies manage employee payrolls, Craig J. Lewis noticed how many companies were supplementing their payroll services with independent contractors rather than employees. In addition, using contractors gives companies more flexibility in expanding or contracting their workforces as business conditions change, and it gives them access to a greater pool of talent, including digital nomads who want the freedom to live where they want, rather than where the jobs are. And some companies, including companies such as Uber, and using independent contractors, of course, independent contractors, live on their own terms, living the multiple paychecks.

Every chapter opens with a brief vignette featuring a company faced with a major strategic challenge or opportunity and encourages students to imagine how they would address it. The chapter-closing case study describes the strategic choices the company's leaders made, including how they applied the concepts students just learned in the chapter.

The costs and complexities involved in hiring employees have prompted many companies to expand their workforces and that all the required actions are taken regarding regulatory compliance.

CHECKPOINT

LEARNING OBJECTIVE 4: Explain the purpose of the six major functional areas in a business enterprise.

SUMMARY: (1) Research and development (R&D) creates the goods and services that a company can make or produce, or operate in production, or operation. (2) Marketing, sales, distribution, and customer service make or performs various functions in marketing, sales, distribution, and customer service. (3) Human resources are supplied and satisfied the company's financial needs. (4) Finance and accounting track of accurate the year-to-date financial data. (5) Human resources provide business services provided by the company.

Efficient, Objective-Driven Learning

Every chapter is divided into seven concise segments, each focused on its own learning objective and offering a comprehensive checkpoint to help students review and reinforce what they've learned.

CRITICAL THINKING: (1) Do companies that deliver services rather than creating tangible goods ever need to engage in research and development? Why or why not? (2) Why is good customer support essential to the success of marketing and sales activities?

IT'S YOUR BUSINESS: (1) Think of a strongly positive or strongly negative experience you've had with a product or company. What feedback would you like to give the company, and to which functional area would you direct your feedback? (2) Have you already chosen the functional area where you want to work after graduation? If so, what led you to that choice?

KEY TERMS TO KNOW: research and development (R&D)

Does Your Textbook Cover These Vital Contemporary Topics?

You'll find coverage of all these contemporary topics in *Business in Action* 10e. Can your current text or any text you're considering do as much to keep your students up to date with the expectations and best practices in today's workplace?

Strategic Planning, Leadership, and Management

Disruptive innovation
Distributed and hybrid workplaces
Pivoting
Professionalism
Ransomware, pandemics, and climate change as risk management variables
Unstructured organizations
Virtual and hybrid teamwork

AI and the Digital Transformation of Business

Big data, data analytics
Cognitive automation
Digital agents
Digital enterprises
Machine learning and deep learning
Taskbots
Virtual and augmented reality

Economics, Accounting, and Finance

Blockchain
Cryptocurrencies
Fintech
NFTs
Shadow banking
Smart contracts

Marketing and Customer Relationships

Algorithmic/dynamic pricing
Attribution
Auction pricing
Brand communities
Customer experience (CX) design
Device-as-a-service
Experiential marketing
Freemium pricing
Marketing analytics
Marketing ROI
Social commerce
Social customer care
Subscription pricing
Touchpoints
Voice of the customer (VoC)
Yield management systems

Human Resources and Employee Motivation

Alternative work arrangements involving location, schedules, and career path
Education, economics, and life experience as aspects of diversity
Employee performance management
Four-drive theory
Gamification
Gig economy
Leaky pipeline
Pandemic effects on employee motivation

Physical, emotional, and cognitive traits as aspects of diversity

Psychological safety in the workplace

Quality of hire

Sustainable employee experience

Organized labor options for the gig and creator economies

Toxic workplaces

Work from home (WFH) policies

Workforce analytics

Operations

Industry 4.0 and the smart factory

Pandemic effects on supply chain management

Reshoring

Robotic process automation

Virtual service delivery

Business and Society

Benefit corporations

Circular economy

Consumer rights: digital security

Consumer rights: equitable service

Digital manufacturing ecosystems

Ethical dilemmas versus ethical lapses

Ethics of artificial intelligence, including embedded biases and explainability

Moral hazard

Purpose-driven businesses

Sustainable development