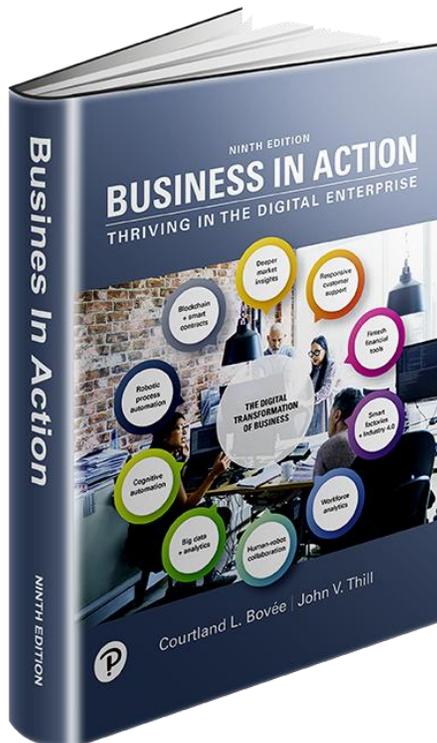




Bovee and Thill Disrupt Business Education with the First Introduction to Business Textbook That Prepares Students for the Digital Transformation



Groundbreaking Coverage of Artificial Intelligence and the Digital Transformation of Business Has Made All Other Introduction to Business Textbooks Obsolete

Anyone who follows business news and looks at the current offering of introduction to business textbooks will notice a glaring gap in coverage: Smart digital technologies are disrupting virtually every aspect of business, but these changes are essentially nowhere to be found in the current range of textbooks.

This critical omission has now been addressed with the new Ninth Edition of *Business in Action* by Courtland Bovee and John Thill, the first textbook on the market that prepares students for the vastly changed workplace they will enter after graduation.

Just as the digital transformation is making traditional business practices obsolete, it is making traditional textbooks obsolete. Courtland Bovee said, "If you teach introduction to business, you know how quickly the world of business is changing, with industry after industry being reshaped by digital systems and artificial intelligence. The question is: Does your textbook reflect this revolution? Unless it has already embraced these new concepts, chances are it is preparing students for yesterday's business world, not tomorrow's." Introduction to Business instructors who don't recognize now that the digital transformation of business should be integrated throughout their textbook and be a central part of their course will rapidly experience the declining relevancy of their course to today's students.

The business world is experiencing waves of technological and social disruptions that are reshaping what it's like to launch, lead, and work for companies. Consider this stunning change: In a 2015 survey, fewer than 1 percent of executives believed digital technology would disrupt their industries. Only two years later, more than 75% said digital would have a "major" or "transformative" impact on their industries, according to Andy Noronha on CNBC.

In a fundamental way, nearly all businesses are becoming digital enterprises, regardless of what they produce, because digital systems are essential to how they create value and connect with customers. And this digital transformation is affecting every aspect of business, from HR to finance to marketing. To prepare students for the expectations they'll face in their careers, every Introduction to Business course should be taught with a digital context by 2019.

Students need to be ready for this new world of business for two key reasons. First, executives who are scrambling to implement their own digital transformations are looking for employees who are tuned into these concepts and technologies.

Second, students can't afford to set their sights on traditional career paths without understanding how those career paths are changing—or in some cases, disappearing. Many of today's jobs are vulnerable to disruption from artificial intelligence and related technologies, and many graduates will be working in jobs we can't even envision today.

Clearly, the business curriculum needs to prepare students for a vastly different world of work—while still helping them grasp the core principles of business. *Business in Action* tackles this challenge with a unique approach called Thriving in the Digital Enterprise. Each chapter features six structured learning objectives devoted to the important principles of that topic, followed by a new, seventh section that features one key aspect of thriving in the digital enterprise. These new sections offer concise, non-technical explanations of disruptive business technologies that are likely to affect students' careers in the coming years.

Thill said, "When students complain about course materials not being relevant, sometimes they're right! Introduction to Business instructors should be sure their course and their

textbook cover the digital transformation and the rise of artificial intelligence, the biggest technological shifts since the Internet."

About the Authors

Courtland Bovee and John Thill have been leading textbook authors for more than two decades, introducing millions of students to business. This award-winning text is distinguished by proven pedagogical features, extensive selections of contemporary case studies, hundreds of real-life examples, engaging writing, thorough research, and a unique integration of print and digital resources. More information is available on the authors' website, [Teaching Introduction to Business](#). If you're an instructor, [order an examination copy](#).