

## Managerial Perspective 13th Edition

A Management Perspective  
 A MANAGERIAL PERSPECTIVE, 6th Edition  
 A Managerial Perspective  
 Management Information Systems  
 FINANCIAL ACCOUNTING  
 Modern Database Management  
 Business, Government, and Society  
 Managing the Digital Firm  
 Business Driven Technology  
 Managerial Finance  
 Contemporary Logistics: Global Edition  
 A Managerial Emphasis  
 Communication Networks  
 Fundamental Concepts and Key Architectures  
 Business Analytics: Data Analysis & Decision Making  
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 Accounting  
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 Selected Materials from Business, Government, and Society : a Managerial Perspective : Text and Cases, Thirteenth Edition  
 Mastering Project Portfolio Management  
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 Health Care Operations Management  
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 Business  
 Ethics for the Professions  
 Business, Government and Society: a Managerial Perspective  
 An Indian Perspective  
 Building, Measuring, and Managing Brand Equity

*Managerial Perspective 13th Edition*

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### SKYLAR SHAYLEE

*A Management Perspective* Oasis House

. This book is designed for introductory one-semester or one-year courses in communications networks in upper-level undergraduate programs. The second half of the book can be used in more advanced courses. As pre-requisites the book assumes a general knowledge of computer systems and programming, and elementary calculus. The second edition expands on the success of the first edition by updating on technological changes in networks and responding to comprehensive market feedback..

*A MANAGERIAL PERSPECTIVE, 6th Edition* Cengage Learning

For undergraduate and graduate courses in Logistics. This market-leading text explores modern logistics from a managerial perspective characterized by geopolitical tensions in various parts of the world, steadily increasing trade among countries and across continents, supply chain vulnerabilities caused by severe natural disasters, and an unabated pace of technological advancement. In it, readers see theory come to life through the authors' timely, practical, thorough, and exciting coverage of the fundamentals of logistics in today's dynamic global landscape. The invaluable suggestions of reviewers, adopters, and others—coupled with the expertise of new co-author A. Michael Knemeyer—have been incorporated into this new 11th edition to provide the freshest, most up-to-date insights and perspectives. Included is a new case study plus new examples, references, and discussions

throughout. The illustrative tables, figures, and key terms have been revised or updated. This program will provide a better teaching and learning experience—for you and your students. Here's how: Give Students a Solid Foundation in the Basics of Logistics: Students get a solid foundation in the basics of logistics, through the focus on the fundamentals in the book's succinct and thorough coverage, while still getting coverage of supply chain management issues. Increase Students' Understanding through Real-Life Examples: Positive real-life examples provided in the books case studies further serve to improve students' understanding of the concepts. Keep your Course Current with Today's Pressing Global Issues: Readers are brought up to date on today's pressing global issues through the authors' chapter revisions, new examples, current references, and addition of new content throughout.

*A Managerial Perspective* Irwin/McGraw-Hill

Master data analysis, modeling, and spreadsheet use with BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 6E! Popular with students, instructors, and practitioners, this quantitative methods text delivers the tools to succeed with its proven teach-by-example approach, user-friendly writing style, and complete Excel 2016 integration. It is also compatible with Excel 2013, 2010, and 2007. Completely rewritten, Chapter 17, Data Mining, and Chapter 18, Importing Data into Excel, include increased emphasis on the tools commonly included under the Business Analytics umbrella -- including Microsoft Excel's "Power BI" suite. In addition, up-to-date problem sets and cases provide realistic examples to show the relevance of the material. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Management Information Systems* John Wiley & Sons

Now in its Seventh Edition, *Air Transportation: A Management Perspective* by John Wensveen is a proven textbook that offers a comprehensive introduction to the theory and practice of air transportation management.

*FINANCIAL ACCOUNTING* South-Western Pub

Updated with the latest practices, trends, and developments from the field, *PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH*, 4E guides students step by step through the management of all supply chain activity while addressing real-world concerns related to domestic and global supply chains. Comprehensive, one-of-a-kind coverage encompasses operations, purchasing, logistics, and process integration. The text follows the natural flow through the supply chain--resulting in one of the most balanced approaches available. Well-organized chapters demonstrate the practical applications of supply chain management in today's workplace, and intriguing SCM Profiles provide abundant real-world business examples. In addition, the fourth edition includes revised and expanded end-of-chapter questions and problems. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Modern Database Management** Cengage Learning

Incorporating the latest thinking and developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions. Focused on how-to and why, it provides specific tactical guidelines for planning, building, measuring and managing brand equity. It includes numerous examples on each topic and over 75 Branding Briefs that identify successful and unsuccessful brands.

*Business, Government, and Society* Springer

This unique text provides a holistic systems approach to project portfolio management which includes people, processes, tools, and techniques that work synergistically to produce portfolio decisions with the best chance of success. Accompanied by decision support software and advanced decision making techniques, it guides readers step-by-step through the entire project portfolio management process. This professional guide is also ideal for executive continuing education programs, and as a primary text for graduate level academic courses.

*Managing the Digital Firm* WCB/McGraw-Hill

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

*Business Driven Technology* Pearson

Examines the strategic choices in managing total compensation. This book discusses major compensation issues in the context of theory, research, and real-business practices. It showcases practices that illustrate various developments in compensation practices as well as established approaches to compensation decisions.

**Managerial Finance** SAGE Publications

his highly acclaimed text, now in its Sixth Edition, is designed as a first-level course in MBA and professional programmes. It explains how to prepare, analyze, and interpret financial statements. NEW TO THIS EDITION, • Chapters: Chapter 7 Financial Assets, Chapter 9 Operating Liabilities, Chapter 10 Financial Liabilities, and Chapter 15 Earnings Analysis and Qualitative Information. • Topics: Accounting fraud and red flags, cash flow ratios, economic value added, foreign currency accounting, and joint arrangements. • Expanded coverage: Earnings quality, earnings management, and pro forma measures. • Standards: IFRS, Ind AS and Indian GAAP comparisons for key items in financial statements. • Real-world cases: Amazon, Lanco, National Spot Exchange, Olympus, Suzlon, Valeant Pharmaceuticals, and TCS, Toshiba. • Interview: Professor Suraj Srinivasan, Harvard Business School. • Pedagogical features: Application, Discussion Question, Forensic Corner, Ladder, One-minute Quiz, Quick Question, Real World, and Speed Read. • Examples: New examples in Chapter Vignette, Earnings Quality Analysis, and Financial View. • New Material and Revision: Additional and revised text and figures in almost all chapters.

*Contemporary Logistics: Global Edition* Pearson College Division

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**A Managerial Emphasis** McGraw-Hill Higher Education

The fifth edition of *Modern Database Management* has been updated to reflect the most current database content available. It provides sound, clear, and current coverage of the concepts, skills, and issues needed to cope with an expanding organisational resource. While sufficient technical detail is provided, the emphasis remains on management and implementation issues pertinent in a business information systems curriculum.

**Communication Networks** Jones & Bartlett Publishers

This widely adopted, highly acclaimed text, now in its Fifth Edition, has proved to be an invaluable asset to the student community. It explains how to prepare, analyze, and interpret the information from financial statements. New and Distinctive Features of the Text • Banks: An entirely new chapter (Chapter 13) explains the financial statements of banks. It covers the effect of legal and regulatory requirements on the financial performance of banks. • Spotlight on Earnings Quality Analysis and Earnings Management: Intricate issues in understanding earnings quality and earnings management are explained with real-world examples. • Chapter Vignette: A tone-setting vignette at the start of every chapter enables the student to

relate to the key issues covered in the chapter. • Emphasis on Thinking: Accounting involves making significant decisions at every level of management. This text provides many opportunities to students to think about the considerations that go into making accounting judgements. • New Cases: There are new cases on Tata Consultancy Services, Biocon, UBS, Reebok India, Nobles Crus, Essar Oil, HDFC, Kingfisher Airlines, Reliance Communications, and ICICI Bank. • Student-friendly Approach: Ideas are explained in a simple style using everyday language. No prior knowledge of business is assumed. Common doubts in understanding accounting are addressed. • New Material and Updates: New material has been added in many chapters. These include revenue recognition, pro forma financial measures, whistle-blowing, fraudster profile, cloud computing, statement of changes in equity, and management communications. The content has been updated to include the effect of the Companies Act 2013 and changes in Indian accounting standards and International Financial Reporting Standards. To access learning resources visit [www.phindia.com/narayanaswamy5eSolution](http://www.phindia.com/narayanaswamy5eSolution) Manual is available for adopting faculty. Click here to request...

**Fundamental Concepts and Key Architectures** Pearson Educación

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

*Business Analytics: Data Analysis & Decision Making* Project Management Institute

TRY (FREE for 14 days), OR RENT this title: [www.wileystudentchoice.com](http://www.wileystudentchoice.com) Projects continue to grow larger, increasingly strategic, and more complex, with greater collaboration, instant feedback, specialization, and an ever-expanding list of stakeholders. Now more than ever, effective project management is critical for the success of any deliverable, and the demand for qualified Project Managers has leapt into nearly all sectors. Project Management provides a robust grounding in essentials of the field using a managerial approach to both fundamental concepts and real-world practice. Designed for business students, this text follows the project life cycle from beginning to end to demonstrate what successful project management looks like on the ground. Expert discussion details specific techniques and applications, while guiding students through the diverse skill set required to select, initiate, execute, and evaluate today's projects. Insightful coverage of change management provides clear guidance on handling the organizational, interpersonal, economic, and technical glitches that can derail any project, while in-depth cases and real-world examples illustrate essential concepts in action.

**Managerial Economics** Business, Government and Society: a Managerial Perspective Selected Materials from Business, Government, and Society : a Managerial Perspective : Text and Cases, Thirteenth Edition Project Management A Managerial Approach

Knowledge Management has evolved into one of the most important streams of management research, affecting organizations of all types at many different levels. The Encyclopedia of Knowledge Management, Second Edition provides a compendium of terms, definitions and explanations of concepts, processes and acronyms addressing the challenges of knowledge management. This two-volume collection covers all aspects of this critical discipline, which range from knowledge identification and representation, to the impact of Knowledge Management Systems on organizational culture, to the significant integration and cost issues being faced by Human Resources, MIS/IT, and production departments.

**Modern Database Management, Global Edition** Pearson Higher Ed

Midwifery & Women's Health Nurse Practitioner Certification Review Guide, Third Edition is a comprehensive review designed to help midwives and women's health nurse practitioners prepare for certification exams. Based on the American Midwifery Certification Board (AMCB) and the National Certification Corporation (NCC) test blueprints, it contains nearly 1,000 questions and comprehensive rationales representing those found on the exams. Completely updated and revised with the most current evidence and practice standards, the new edition incorporates expanded content on pharmacology, pathophysiology, and diagnostic tools. Included with each new print book is an online Access Code for Navigate TestPrep, a dynamic and fully hosted online assessment tool offering hundreds of bonus questions in addition to those in the book, detailed rationales, and reporting.

**Accounting** Ashgate Publishing, Ltd.

Accounting: Text & Cases, by Anthony, Hawkins, and Merchant covers both financial and managerial accounting as well as broader managerial issues. Chapters 1 -14 cover financial accounting, while Chapters 15-21 cover management accounting, and Chapters 22-28 focus on broader issues of control and corporate strategy. The approximately 120 cases that make up most of the end of chapter material are a combination of classic Harvard style cases and extended problems, with 10 completely new cases added to the 13th edition. Accounting: Text and Cases is a product of lifelong dedication to the discipline of accounting, and users of the book benefit from a breadth of experience that is sure to enrich your course and your students.

*Managing and Using Information Systems* Wadsworth Publishing Company

(Black & White version) Fundamentals of Business was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

*Comprehensive Stress Management* IGI Global

Managing & Using Information Systems: A Strategic Approach provides a solid knowledgebase of basic concepts to help readers become informed, competent participants in Information Systems (IS) decisions. Written for MBA students and general business managers alike, the text explains the fundamental principles and practices required to use and manage information, and illustrates how information systems can create, or obstruct, opportunities within various organizations. This revised and updated seventh edition discusses the business and design processes relevant to IS, and presents a basic framework to connect business strategy, IS strategy, and organizational strategy. Readers are guided through each essential aspect of information Systems, including information architecture and infrastructure, IT security, the business of Information Technology, IS sourcing, project management, business analytics, and relevant IS governance and ethical issues. Detailed chapters contain mini cases, full-length case studies, discussion topics, review questions, supplemental reading links, and a set of managerial concerns related to the topic.

**Best Sellers - Books :**

- [The Inmate: A Gripping Psychological Thriller By Freida Mcfadden](#)
- [Think And Grow Rich: The Landmark Bestseller Now Revised And Updated For The 21st Century \(think And Grow Rich Series\)](#)
- [I Love You Like No Otter: A Funny And Sweet Board Book For Babies And Toddlers \(punderland\) By Rose Rossner](#)
- [House Of Flame And Shadow \(crescent City, 3\)](#)
- [Stop Overthinking: 23 Techniques To Relieve Stress, Stop Negative Spirals, Declutter Your Mind, And Focus On The Present \(the Path To Calm\) By Nick Trenton](#)
- [November 9: A Novel](#)
- [America's Cultural Revolution: How The Radical Left Conquered Everything](#)
- [Fast Like A Girl: A Woman's Guide To Using The Healing Power Of Fasting To Burn Fat, Boost Energy, And Balance Hormones](#)
- [Flash Cards: Sight Words](#)
- [A Soul Of Ash And Blood: A Blood And Ash Novel \(blood And Ash Series\)](#)