

NEW EDITION!

Understanding Business 8e

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understanding
eighth edition
BUSINESS



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Five Reasons to Start Using Understanding Business 8e NOW

The new 8th edition of **Understanding Business** by Nickels/McHugh/McHugh has many new and updated features and resources that will make your Introduction to Business course more manageable for both you and your students. New to the 8th edition:

- **McGraw-Hill/Irwin's Enhanced Cartridge** – The Enhanced Cartridge is available for \$15 and provides everything you need to teach your course totally online. All of the material is already populated into your Blackboard or WebCT (or whatever CMS you're using) course – meaning there is no need to upload content. And you can **customize** your course, by adding your own materials or hiding content that doesn't fit your lesson plans. Content such as pre-tests, discussion questions, key term review, progress assessments, and video quizzes are included in the cartridge. We also provide material downloadable to **iPods** to help student study, such as quizzes and narrated PowerPoints. A gradebook is also included.
- **New Video Format: UB8E introduces something entirely new to the world of videos – customization!** 13 of the new videos filmed for *Understanding Business* (there are 20 total) are in a **modular** format on the DVD; each video has been broken down into 7 shorter modules on topics like ethics, company history, the future outlook, etc. And instructors can drag and drop the modules for full customization of the video experience. Choose just 1 or 2 minutes to open your lecture or use the entire case. Change the order to fit your needs. This idea came directly from introduction to business customers like you, who needed a solution for different time constraints for using videos and wanted to be able to “pick and choose” the segments they show in class. Now **you** can!
- **More manageable content:** The book is now shorter! We've moved 2 of the chapters that users like you told us repeatedly didn't get routinely covered in class (Technology and Personal Finance) to much shorter “Bonus Chapters” at the end of the text. Combined with the previous appendices on Risk Management and Legal Issues, there are now 4 bonus chapters. The text is now 20 chapters, but includes these bonus chapters...so IF you do want to cover this material in class it's there – but if you don't, it's much easier to skip and has helped to shorten the overall length of the text. Also, the bonus chapters ARE still supported with supplemental materials like instructor notes, test bank questions, and PowerPoints so you can still easily make use of the material in your lectures.
- **Most up-to-date content:** The 8th edition of **Understanding Business** includes such up-to-date content as a profile of Ben Bernanke as Chairman of the Federal Reserve, decision-making post Hurricane Katrina, and contains new information on exciting and current companies such as Red Bull, TiVo, and Jim Cramer, the Mad Man of Wall Street. We can provide you with a detailed list of the changes in every chapter from the 7th edition to help you adjust your syllabus – or, we'll even help you convert your syllabus to the 8th edition to help you get started.
- **Increased support for adjunct faculty:** We know that there are so many adjuncts teaching this course who have very limited prep time. We have several new tools to help you get up to speed very quickly and teach this course! **PrepCenter** is an online tool that lets you search by concept or by chapter, and organizes supplemental assets (like videos, PPTs, and teaching notes) into those categories. Then you can preview the resources and drag them into your own lecture folder to use as you wish. Also, don't start using this book without viewing the **Supplements Orientation Video** (available at www.mhhe.com/ub8e) - Jim McHugh walks you through each element of the supplement package so you can 1) see what's available, and 2), decide which supplements you might want to use. And don't forget that there's an **Annotated Instructor's Edition** of the text with marginal annotations showing you where you might consider bringing in other elements of the supplements package. Finally, there is a helpful **grid** on the inside cover of the Annotated Instructor's Edition that organizes all of the assets in the book and online resources so you can see at a glance where everything is housed.

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