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O'Rourke

Management Communication: A Case-Analysis Approach, 4/e

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Communication Ethics	16pp	BC14CH3
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Writing	22pp	BC14CH5
Persuasion	20pp	BC14CH6
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Listening and Feedback	18pp	BC14CH8
Nonverbal Communication	22pp	BC14CH9
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Managing Conflict	14pp	BC14CH11
Business Meetings That Work	16pp	BC14CH12
Dealing with the News Media	20pp	BC14CH13
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Appendix: Sample Business Letter	2pp	BC14AP2
Appendix: Sample Business Memo	2pp	BC14AP3
Appendix: Sample Strategy Memo	4pp	BC14AP4
Appendix: Documentation	10pp	BC14AP5
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Whiteley/Bloch

How to Manage in a Flat World: 10 Strategies to Get Connected to Your Team Wherever They Are, 1/e

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The Medium and the Message	24pp	TBC2CH2
Does Culture Still Matter?	20pp	TBC2CH3
Engage Leadership Skills: Command and Control Doesn't Work	12pp	TBC2CH4
Teams Are Not Self-Assembly	12pp	TBC2CH5

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EQ Is Not Enough: Intelligence Matters	16pp	TBC2CH6
Keeping a Life: Questions of Balance in the Flat World	14pp	TBC2CH7
Ten Strategies for Managing in a Flat World	16pp	TBC2CH8
Conclusion: How to Be a Stand-Out Manager in a Flat World	6pp	TBC2CH9

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06-08A	Guidant Corporation (A): Heart Implants and Patient Trust Anderson/Eggleton/O'Rourke Notre Dame, 2006 8pp <i>Teaching Note Available</i>	99-01B	Odwalla, Inc. (B) Halverson/Rake/O'Rourke Notre Dame, 2002 2pp <i>Teaching Note Available</i>
R0212H	Crisis Communication: Lessons from 9/11 Argenti HBSP, 2002 8pp	02-08A	The American Red Cross: Out of Catastrophe Come Charity and Controversy (A) Hulett/Malaier/O'Rourke Notre Dame, 2002 14pp <i>Teaching Note Available</i>
06-07A	ChoicePoint: Personal Data and a Loss of Privacy (A) Bailey/Gilfillan/O'Rourke Notre Dame, 2006 6pp <i>Teaching Note Available</i>	02-08B	The American Red Cross: Out of Catastrophe Come Charity and Controversy (B) Hulett/Malaier/O'Rourke Notre Dame, 2002 4pp <i>Teaching Note Available</i>
06-07B	ChoicePoint: Personal Data and a Loss of Privacy (B) Bailey/Gilfillan/O'Rourke Notre Dame, 2006 6pp <i>Teaching Note Available</i>	KEL319	Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak Sponsored Search Jeffery/Egli/Gieraltowski/Lambert/Miller/Neely/Sharma HBSP, 2009 18pp <i>Teaching Note Available</i>
06-05	Amtrak Acela: The Challenge of High-Speed Passenger Rail ServiceBenson/Hermo/O'Rourke Notre Dame, 2006 10pp <i>Teaching Note Available</i>	06-09A	Brooks Brothers: A Philosophy of Dress (A) Johnson/Stevenson/O'Rourke Notre Dame, 2006 10pp <i>Teaching Note Available</i>
02-09	Major League Baseball: Dealing With Contraction Boulger/Muske/O'Rourke Notre Dame, 2002 8pp <i>Teaching Note Available</i>	06-09B	Brooks Brothers: A Philosophy of Dress (B) Johnson/Stevenson/O'Rourke Notre Dame, 2006 8pp <i>Teaching Note Available</i>
C0404C	Leveraging the Power of Nonverbal Communication Genard HBSP, 2004 4pp	B0705B	Common Sense in Strategy Communication: Four Lessons from Canon USA Keller Johnson HBSP, 2007 4pp
		9B05C019	Charles Foster Sends an Email (A) Lane Ivey, 2009 6pp <i>Teaching Note Available</i>

- 9B05C020 Charles Foster Sends an Email (B) Lane**
Ivey, 2009 4pp
Teaching Note Available
- 9-309-034 China Mobile's Rural Communications Strategy Manty/Kirby/McFarlan/Donovan**
HBSP, 2009 30pp
- 02-11 Northwestern University: Sudden Death on the Football Field McClelland/O'Connor/O'Rourke**
Notre Dame, 2002 8pp
Teaching Note Available
- 9-809-148 Bono and U2 Miller/Koehn/Wilcox**
HBSP, 2009 60pp
- 00-05 A Collection Scandal at Sears Roebuck & Company O'Rourke**
Notre Dame, 2009 6pp
- 91-02 Buon Giorno Italian Foods, Inc. O'Rourke**
Notre Dame, 2009 4pp
- 96-01A Cypress Semiconductor Corporation (A) O'Rourke**
Notre Dame, 1996 2pp
Teaching Note Available
- 96-01B Cypress Semiconductor Corporation (B): Doris Gormley Letter O'Rourke**
Notre Dame, 1996 2pp
Teaching Note Available
- 96-01C Cypress Semiconductor Corporation (C): T. J. Rodgers Letter O'Rourke**
Notre Dame, 1996 8pp
Teaching Note Available
- UVA-BC-0212 On Point: The Art of Using PowerPoint Parvaiz/West**
Darden, 2007 16pp
- 06-04 Citigroup: Restoring Ethics and Image Before Growth Ratliff/Lee/O'Rourke**
Notre Dame, 2006 12pp
Teaching Note Available
- C0108A Culture as Communication Robbins**
HBSP, 2001 4pp
- UVA-BC-0010 Weirton Steel Corporation Shaw/Roux**
Darden, 1994 14pp
Teaching Note Available
- 9B08N023 Leveraged Buyout (LBO) of BCE Inc.: Hedging Currency Risk Southam/Amir-Ali/Meghji**
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- 02-06 The Boeing Company: A Branding Campaign Meets Terrorism Stewart/Dominguez/Odicino/O'Rourke**
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- 02-02A Morgan Stanley and the Events of September 11, 2001 (A) Ulto/Strmiska/O'Rourke**
Notre Dame, 2002 6pp
Teaching Note Available
- 02-02B Morgan Stanley and the Events of September 11, 2001 (B) Ulto/Strmiska/O'Rourke**
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Teaching Note Available
- KEL293 The Oberman Family and Omeda Communications, Inc. Ward/Andriopoulou**
HBSP, 2006 16pp
- UVA-BC-0150 NoTel (A): Speak to Me West**
Darden, 2001 10pp
Teaching Note Available
- UVA-BC-0210 Managing Virtual Teams (A) West/Kalla/Kumar**
Darden, 2007 4pp

02-15A **Martha Stewart Living Omnimedia, Inc. (A):
An Accusation of Insider Trading**
Westby/Moulton/O'Rourke
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Teaching Note Available

BH136 **Face-to-Face Communication: Is It Really
Necessary in a Digitizing World?**
Winger
HBSP, 2005 8pp

UVA-BC-0180 **Breaking the News: How to Communicate a
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Bailey
*Writing and Speaking at Work: A Practical Guide for Business
Communication*, 4/e, © 2008

Bell/Smith
Interviewing for Success

Bovée/Thill
Business Communication Today, 9/e, © 2008

Bovée/Thill
Business Communication Essentials, 4/e, © 2009

Boyer
Giving and Receiving Feedback (Module)

Boyer
Phone Skills (Module)

Cox
Vocabulary Basics for Business

Ettinger/Perfetto
Communication for the Workplace

Gayeski
*Managing Learning and Communication Systems
as Business Assets*

Gehris/Szul
Communication Technologies

Gessert
Dress for Success (Module)

Kline
Listening Effectively

Kline
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Munter
Guide to Managerial Communication, 8/e, © 2009

Munter/Russell
Guide to Presentations, 2/e, © 2008

Munter/Paradi
Guide to PowerPoint: For PowerPoint Version 2007,
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O'Rourke
Management Communication: A Case-Analysis Approach,
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Thill/Bovée
Excellence in Business Communication, 8/e, © 2008

Tisdale
Effective Business Presentations

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Bloch/Whiteley
*How to Manage in a Flat World: 10 Strategies to Get
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O'Rourke
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Bovée/Thill
Business Communication Today, 10/e, © 2010

Chaney/Martin
Intercultural Business Communication, 5/e, © 2011

BUSINESS LAW

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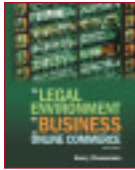
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Cheeseman

Business Law: Legal Environment, Online Commerce, Business Ethics, and International Issues, 7/e

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Creation of Negotiable Instruments	16pp	BL8CH22	Investor Protection and Online Securities Transactions	20pp	BL8CH41
Transferability and Holder in Due Course	16pp	BL8CH23	Ethics and Social Responsibility of Business	12pp	BL8CH42
Liability, Defenses, and Discharge	18pp	BL8CH24	Administrative Law and Regulatory Agencies	14pp	BL8CH43
Checks, the Banking System, and E-Money	20pp	BL8CH25	Consumer Protection and Product Safety	12pp	BL8CH44
Creditor's and Debtor's Rights	14pp	BL8CH26	Environmental Protection and Global Warming	16pp	BL8CH45
Secured Transactions and Electronic Filing	16pp	BL8CH27	Antitrust Law and Unfair Trade Practices	22pp	BL8CH46
Bankruptcy and Reorganization	24pp	BL8CH28	Personal Property and Bailment	16pp	BL8CH47
Agency Formation and Termination	16pp	BL8CH29	Real Property	16pp	BL8CH48
Liabilities of Principals, Agents, and Independent Contractors	16pp	BL8CH30	Landlord-Tenant Law and Land Use Regulation	16pp	BL8CH49
Employment, Worker Protection, and Immigration Laws	14pp	BL8CH31	Insurance	16pp	BL8CH50
Labor Law and Collective Bargaining	12pp	BL8CH32	Accountants' Liability	16pp	BL8CH51
Equal Opportunity in Employment	16pp	BL8CH33	Wills, Trusts, and Elder Law	18pp	BL8CH52
Small Businesses, Entrepreneurs and General Partnerships	18pp	BL8CH34	Family Law	16pp	BL8CH53
Limited Partnerships and Limited Liability Limited Partnerships	14pp	BL8CH35	International and World Trade Law	18pp	BL8CH54
Corporate Formation and Financing	22pp	BL8CH36	Appendix: The Constitution of the United States	10pp	BL8AP1
Corporate Governance and the Sarbanes-Oxley Act	20pp	BL8CH37	Appendix: Uniform Commercial Code (2000 Official Text) Article 2	22pp	BL8AP2
Corporate Acquisitions and Multinational Corporations	16pp	BL8CH38	Appendix: Sarbanes-Oxley Act of 2002 (Excerpts)	8pp	BL8AP3
Limited Liability Companies and Limited Liability Partnerships	18pp	BL8CH39	Glossary	26pp	BL8GL
Franchises and Special Forms of Business	16pp	BL8CH40			



Cheeseman

The Legal Environment of Business and Online Commerce, 6/e

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Legal Heritage and the Information Age	18pp	BL9CH1
Business Ethics and Social Responsibility	14pp	BL9CH2
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Constitutional Law for Business and E-Commerce	28pp	BL9CH5
Torts and Strict Liability	22pp	BL9CH6
Criminal Law and Cyber Crimes	22pp	BL9CH7
International and World Trade Law	18pp	BL9CH8
Formation of Traditional and E-Contracts	20pp	BL9CH9
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Cyber Law and E-Commerce	16pp	BL9CH11
Sales, Leases, and Warranties	20pp	BL9CH12
Credit, Secured Transactions, and Bankruptcy	22pp	BL9CH13
Entrepreneurship and Small Businesses	18pp	BL9CH14
LLCs, LLPs, and Global Forms of Business	20pp	BL9CH15
Corporations and Sarbanes-Oxley Act	24pp	BL9CH16

	Page Count	Order Code
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Environmental Protection and Global Warming	16pp	BL9CH25
Estates, Leaseholds, and Regulation of Property	20pp	BL9CH26
Appendix: Uniform Commercial Code (2000 Official Text), Article 2	22pp	BL9AP1
Appendix: Sarbanes-Oxley Act of 2002 (Excerpts)	8pp	BL9AP2
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Abrami
HBSP, 2004 32pp
Teaching Note Available
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Alfaro
HBSP, 2002 30pp
Teaching Note Available

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- 9-395-244** **Managerial Duties and Business Law Badaracco/Useem**
HBSP, 1995 12pp
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- 9B01M059 Time Warner Inc. and the ORC Patents**
Beamish/Adamson
 Ivey, 2008 20pp
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- 9B01M070 Textron Ltd.**
Beer
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- 906-008-1 The Queensland Rainforest Resort Case**
Belanger/Hiller/Hicks/McGehee
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- 403-024-1 Clifford Chance: Update**
Campbell/Peiperl
 ecch—London Business School, 2005 6pp
- SMR42210 Old Laws Hobble the New**
Economy Workplace
Cappelli
 MIT Sloan Management Review, 2001 4pp
- 9-703-025 Inequality and the “American Model”**
Di Tella/Vogel
 HBSP, 2006 24pp
Teaching Note Available
- 9-702-001 The Argentine Paradox: Economic Growth and**
the Populist Tradition
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 HBSP, 2009 22pp
- 708-015-6 Business Ethics Technical Note No 19:**
Compliance with the Law
Elegido
 ecch—Lagos Business School, 2008 6pp
- 9-792-004 Burroughs Wellcome and AZT (A)**
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- UVA-ENT-0013 Gatewood and Daugherty: Minding Their**
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 Darden, 2002 24pp
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Gomes-Casseres/McQuade
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- R0212C What’s a Business For?**
Handy
 HBSP, 2002 8pp
- BH224 International Bankruptcy and the Spirit of**
Comity: New U.S. Law Encourages
Cooperation Among Nations
Holt
 HBSP, 2007 8pp
- 706-015-1 Mexico, Mitsubishi, and the Gray Whale: A**
Case Study of Law, Ethics, and Environmental
Issues in International Business
Johnson
 ecch—University of Puget Sound,
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Jones/Carin-Israel/De Pinho
 HBSP, 2008 24pp
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Jones/Kiron
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South Africa: The Issue of Reparations
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ecch—Glasgow Caledonian University, 2005 4pp
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- 9-389-177 James Burke: A Career in American Business (A)**
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- 9-389-111 Du Pont Freon Products Division (A)**
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- 493-012-1 The Management of Whistleblowing**
Vinten
ecch—University of Bedfordshire, 2006 30pp
- 493-012-5 The Management of Whistleblowing**
Vinten
ecch—University of Bedfordshire, 2009 20pp

- 706-030-1 The Double-Edged Sword**
Vora/Sankaran
 ecch—T.A. Pai Management Institute,
 2008 6pp
- 699-021-1 Firth Industries Limited: Wellington Division**
Whybark/Corbett
 ecch—Victoria University of Wellington,
 2005 16pp
- 9-793-069 Gerber Products Co.: Investing in the New Poland**
Young/Spar
 HBSP, 1994 20pp
Teaching Note Available
- SMR48305 Do Stronger Laws Prevent Corporate Crime?**
Yu
 MIT Sloan Management Review, 2007 4pp

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International Business Law: Text, Cases and Readings,
 5/e, © 2009

Cheeseman
Business Law: Legal Environments, Online Commerce, Business Ethics, and International Issues, 7/e, © 2010

Cheeseman
Contemporary Business Law and E-Commerce Law,
 6/e, © 2009

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Legal Environment of Business and Online Commerce,
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Environmental Law, 6/e, © 2008

Kubasek/Brennan/Browne
Legal Environment of Business © 2009

Moran
Employment Law: New Challenges in the Business Environment, 4/e, © 2008

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Personnel Law, 5/e, © 2011

INTRODUCTION TO BUSINESS

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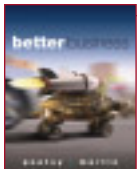
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Business Ethics and Social Responsibility	18pp	IB6CH2
Entrepreneurship, New Ventures, and Business Ownership	16pp	IB6CH3
The Global Context of Business	20pp	IB6CH4
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Organizing the Business	16pp	IB6CH6
Operations Management and Quality	18pp	IB6CH7
Employee Behavior and Motivation	16pp	IB6CH8
Leadership and Decision Making	18pp	IB6CH9
Human Resource Management and Labor Relations	16pp	IB6CH10

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Marketing Processes and Consumer Behavior	18pp	IB6CH11
Pricing, Distributing, and Promoting Products	18pp	IB6CH12
Information Technology for Business	18pp	IB6CH13
The Role of Accountants and Accounting Information	20pp	IB6CH14
Money and Banking	16pp	IB6CH15
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Appendix: The Legal Context of Business	6pp	IB6AP2
Appendix: Managing Your Personal Finances	10pp	IB6AP3
Glossary	16pp	IB6GL



Poatsy/Martin *Better Business, 1/e*

	Page Count	Order Code
Prologue: Ten Easy Rules for Business Success	12pp	IB7PR
Business Basics	30pp	IB7CH1
Economics and Banking	34pp	IB7CH2
Ethics in Business	36pp	IB7CH3
Business in a Global Economy	38pp	IB7CH4
Mini Chapter: Special Issues in E-Commerce	4pp	IB7mCH1

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Forms of Business Ownership	32pp	IB7CH6
Mini Chapter: Constructing an Effective Business Plan	4pp	IB7mCH2
Business Management and Organization	30pp	IB7CH7
Motivation, Leadership, and Teamwork	30pp	IB7CH8

Continued

Poatsy/Martin**Better Business, 1/e**

	Page Count	Order Code
Human Resource Management	32pp	IB7CH9
Business Technology	28pp	IB7CH10
Production and Operations Management	32pp	IB7CH11
Mini Chapter: Business Communications	4pp	IB7mCH3
Marketing and Consumer Behavior	34pp	IB7CH12
Product Development and Pricing Strategies	32pp	IB7CH13
Promotion and Distribution	38pp	IB7CH14

	Page Count	Order Code
Mini Chapter: Finding a Job	4pp	IB7mCH4
Financing and Tracking Business Operations	36pp	IB7CH15
Securities and Investments	32pp	IB7CH16
Mini Chapter: Personal Finance	4pp	IB7mCH5
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- KJC01** **Anthony's Lifelong Furniture, Inc.**
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MANAGEMENT

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Barringer/Ireland

Entrepreneurship: Successfully Launching New Ventures, 3/e

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Introduction to Entrepreneurship	38pp	MN129CH1	Building a New Venture Team	31pp	MN129CH9
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Feasibility Analysis	35pp	MN129CH3	Unique Marketing Issues	35pp	MN129CH11
Writing a Business Plan	35pp	MN129CH4	The Importance of Intellectual Property	39pp	MN129CH12
Industry and Competitor Analysis	33pp	MN129CH5	Preparing For and Evaluating the Challenges of Growth	31pp	MN129CH13
Developing an Effective Business Model	34pp	MN129CH6	Strategies for Firm Growth	33pp	MN129CH14
Preparing the Proper Ethical and Legal Foundation	39pp	MN129CH7	Franchising	43pp	MN129CH15
Assessing a New Venture's Financial Strength and Viability	37pp	MN129CH8	Glossary	10pp	MN129GL



Barringer/Ireland

What's Stopping You? Shatter the 9 Most Common Myths Keeping You from Starting Your Own Business, 1/e

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Myth: Starting a Business Involves Lots of Risk	20pp	TMN7CH2	Myth: No One Can Compete Against Wal-Mart and the Other Big-Box Retailers	20pp	TMN7CH6
Myth: It Takes a Lot of Money to Start a Business	24pp	TMN7CH3	Myth: It's Almost Impossible for a New Business to Get Noticed	24pp	TMN7CH7
Myth: It Takes a Great Deal of Business Experience to Start a Successful Business	20pp	TMN7CH4	Myth: The Internet Isn't What It Was All Hyped Up to Be	22pp	TMN7CH8
			Myth: It's Easy to Start a Business, But It's Difficult and Stressful to Grow One	26pp	TMN7CH9



Carrell/Heavrin

Labor Relations and Collective Bargaining: Cases, Practice, and Law, 9/e

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History and Law	50pp	MN109CH1
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Establishing a Bargaining Unit	56pp	MN109CH3
Unfair Labor Practices	42pp	MN109CH4
Negotiating an Agreement	52pp	MN109CH5
Negotiation Models, Strategies & Tactics	58pp	MN109CH6
Wage and Salary Issues	48pp	MN109CH7
Employee Benefits	48pp	MN109CH8

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Job Security and Seniority	44pp	MN109CH9
Implementing the Collective Bargaining Agreement	36pp	MN109CH10
Grievance and Disciplinary Procedures	28pp	MN109CH11
The Arbitration Process	42pp	MN109CH12
Comparative Global Industrial Relations	46pp	MN109CH13
Appendix: Texts of Statutes	30pp	MN109AP1
Appendix: Collective Bargaining Simulation	6pp	MN109AP2



Cavanagh

American Business Values: A Global Perspective, 6/e

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Free Markets Need Ethical Norms	40pp	MN116CH1
Moral Maturity	42pp	MN116CH2
Ethics in Business	40pp	MN116CH3
History of Business Values	36pp	MN116CH4
Factories, Immigrants and Wealth	30pp	MN116CH5
Critics of Capitalism	34pp	MN116CH6

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Personal Values and the Firm	42pp	MN116CH7
Leaders, Trust, and Watchdogs	40pp	MN116CH8
Globalization's Impact on American Values	34pp	MN116CH9
Future Business Values and Sustainability	30pp	MN116CH10



Coulter

Strategic Management in Action, 5/e

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Introducing the Concepts	30pp	MN125CH1
The Context of Managing Strategically	32pp	MN125CH2
Assessing Opportunities and Threats: Doing an External Analysis	38pp	MN125CH3
Assessing Strengths and Weaknesses: Doing an Internal Analysis	34pp	MN125CH4
Functional Strategies	22pp	MN125CH5
Competitive Strategies	32pp	MN125CH6

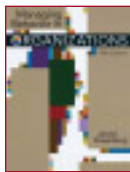
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Corporate Strategies	36pp	MN125CH7
Special Topics: International Strategies and Strategies for Entrepreneurial Ventures and Not-for-Profits	34pp	MN125CH8
Appendix: How to Do a Comprehensive Case Analysis	6pp	MN125AP1
Appendix: Sample Case Analysis	10pp	MN125AP2
Case: McDonald's Corporation	10pp	MN125C1
Case: Southwest Airlines	8pp	MN125C2
Case: Ford Motor Company	10pp	MN125C3



Gomez-Mejia/Balkin/Cardy
Managing Human Resources, 6/e

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Managing Work Flows and Conducting Job Analysis	44pp	MN131CH2
Understanding Equal Opportunity and the Legal Environment	38pp	MN131CH3
Managing Diversity	38pp	MN131CH4
Recruiting and Selecting Employees	38pp	MN131CH5
Managing Employee Separations, Downsizing, and Outplacement	24pp	MN131CH6
Appraising and Managing Performance	36pp	MN131CH7
Training the Workforce	34pp	MN131CH8

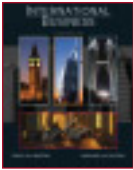
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Managing Compensation	44pp	MN131CH10
Rewarding Performance	40pp	MN131CH11
Designing and Administering Benefits	40pp	MN131CH12
Developing Employee Relations	32pp	MN131CH13
Respecting Employee Rights and Managing Discipline	38pp	MN131CH14
Working with Organized Labor	40pp	MN131CH15
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Appendix: HRM and Business Periodicals	4pp	MN131AP1
Concise Dictionary of HR Terminology	10pp	MN131AP2



Greenberg
Managing Behavior in Organizations, 5/e

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Psychological Processes in Organizations: Personality, Perception, and Learning	38pp	MN124CH3
Coping with Organizational Life: Emotions and Stress	38pp	MN124CH4
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Griffin/Pustay
International Business, 6/e

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International Trade and Investment	34pp	MN122CH6
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International Operations Management	30pp	MN122CH17
International Financial Management	40pp	MN122CH18
International Human Resource Management and Labor Relations	32pp	MN122CH19
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Jones
Organizational Theory, Design, and Change, 6/e

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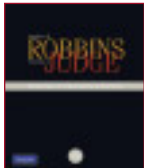
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Motivation: From Concepts to Applications	20pp	MN119CH6
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Spector
Implementing Organizational Change: Theory Into Practice, 2/e

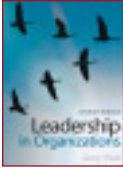
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Wild/Wild/Han
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Custom Module, 2009 **38pp**

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MARKETING

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Berman/Evans *Retail Management: A Strategic Approach, 11/e*

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Retail Institutions by Ownership	22pp	MR57CH4	Developing Merchandise Plans	28pp	MR57CH14
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Burns/Bush
Marketing Research, 6/e

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Defining the Problem and Determining Research Objectives	34pp	MR47CH4
Understanding Research Design	36pp	MR47CH5
Using Secondary Data and Online Information Databases	32pp	MR47CH6
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Performing Population Estimates and Hypothesis Tests	36pp	MR47CH16
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Clow/Baack
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**Giannini****Marketing Public Relations: A Marketer's Approach to Public Relations and Social Media, 1/e**

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Appendix: Staying Afloat in a Sea of Social Media: An Intelligent Approach to Managing and Monitoring Social Media	6pp	MR56AP4
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**Kotler/Armstrong****Principles of Marketing, 13/e**

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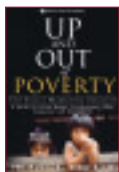
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