

This is a list of Pearson Professional & Career, Pearson Canada, FT Press, PH Professional Business, and Wharton School Publishing titles available by the chapter on Pearson Custom Business Resources.

Accounting:

- **Accounting and Taxation**
 - Bamber/Braun/Harrison, [Managerial Accounting](#), 1/e, © 2008
 - Bamber/Braun/Harrison, [Managerial Accounting](#), 1/e, © 2007 (Class Test Edition)
 - Bonner, [Judgment and Decision Making in Accounting](#), 1/e, © 2008
 - Harrison/Horngren, [Financial Accounting and Financial Tips](#), 7/e, © 2008
 - Horngren/Harrison, [Financial and Managerial Accounting](#), 1/e, © 2008
 - Pollard/Mills/Harrison, [Financial and Managerial Accounting](#), 1/e, © 2008
- **Auditing/Accounting Information Systems**
 - Arens/Elder/Beasley, [Auditing and Assurance Services: An Integrated Approach](#), 12/e, © 2008
 - Beasley/Buckless/Glover/Prawitt, [Auditing Cases](#), 3/e, © 2006 (2/e, 1/e also available)
 - Cullinan/Wright, [Cases in the SEC Files: Topics in Auditing](#), 1/e, © 2003
 - Horngren/Datar/Foster, [Cost Accounting: A Managerial Emphasis](#), 13/e, © 2009 (12/e also available)
 - Romney/Steinbart, [Accounting Information Systems](#), 11/e, © 2009
 - Trussel/Frazer, [The Lakeside Company: Case Studies in Auditing](#), 11/e, © 2008
- **Financial Accounting**
 - Beams/Clement/Anthony/Lowensohn, [Advanced Accounting](#), 9/e, © 2006
 - Hirst/McAnally, [Cases in Financial Reporting](#), 5/e, © 2006 (4/e, 3/e also available)
 - Reimers, [Financial Accounting: A Business Process Approach](#), 2/e, © 2008
- **Government and Not-For-Profit Accounting**
 - **NEW!** Freeman/Shoulders/Allison, [Governmental and Nonprofit Accounting: Theory and Practice](#), 9/e, © 2009 (8/e also available)
 - Ives/Johnson/Razek/Hosch, [Introduction to Governmental and Not-for-Profit Accounting](#), 6/e, © 2009
- **International Accounting**
 - Choi/Meek, [International Accounting](#), 6/e, © 2008
- **Principles of Accounting**
 - Horngren/Harrison, [Accounting](#), 7/e, © 2007
 - Horngren/Sundem/Stratton, [Introduction to Management Accounting](#), Chap. 1-17, 14/e, © 2008 (13/e also available)
 - May/May, [Effective Writing: A Handbook for Accountants](#), 8/e, © 2009
 - Pollard/Mills/Harrison, [Principles of Accounting](#), 1/e, © 2007

Coming Soon in Accounting!

- Beams/Anthony/Clement/Lowensohn, [Advanced Accounting](#), 10/e, © 2009
- Beasley/Buckless/Glover/Prawitt, [Auditing Cases: An Interactive Learning Approach](#), 4/e
- Scholes/Wolfson/Erickson/Maydew/Shevlin, [Taxes & Business Strategy](#), 4/e, © 2009

Business Communication:

- 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 (8/e also available)
- Bovée/Thill, [Business Communication Essentials](#), 3/e, © 2008
- 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, [Speaking Effectively](#)
- Munter/Russell, [Guide to Presentations](#), 2/e, © 2008
- **NEW!** Munter/Paradi, [Guide to PowerPoint: For PowerPoint Version 2007](#), 1/e, © 2009
- O'Rourke, [Management Communication: A Case-Analysis Approach](#), 3/e, © 2007
- Thill/Bovée, [Excellence in Business Communication](#), 8/e, © 2008 (7/e, 6/e also available)
- Tisdale, [Effective Business Presentations](#)

Business Law:

- **NEW!** August/Mayer/Bixby, [International Business Law: Text, Cases and Readings](#), 5/e, © 2009
- Cheeseman, [Business Law: Legal Environments, Online Commerce, Business Ethics, and International Issues](#), 6/e, © 2007 (5/e also available)
- Cheeseman, [Contemporary Business Law and E-Commerce Law](#), 6/e, © 2009
- Kubasek, [Environmental Law](#), 6/e, © 2008
- Moran, [Employment Law: New Challenges in the Business Environment](#), 4/e, © 2008

Coming Soon in Business Law!

- Kubasek/Brennan/Browne, [Legal Environment of Business](#) © 2009

Decision Science:

- **Business Statistics**
 - Berenson/Levine/Krehbiel, [Basic Business Statistics: Concepts and Applications](#), 11/e, © 2009 (10/e, 9/e, 8/e also available)
 - Evans, [Statistics, Data Analysis, and Decision Modeling](#), 3/e, © 2007
 - Groebner/Shannon/Fry/Smith, [Business Statistics: A Decision Making Approach](#), 7/e, © 2008 (6/e, 5/e also available)
 - Levin/Rubin, [Statistics For Management](#), 7/e, © 1998
 - Levine/Berenson/Krehbiel/Stephan, [Statistics For Managers Using Microsoft Excel](#), 5/e, © 2008 (4/e, 3/e also available)
 - Levine/Krehbiel/Berenson, [Business Statistics: A First Course](#), 4/e, © 2006 (3/e also available)
 - McClave/Benson/Sincich, [Statistics For Business And Economics](#), 8/e, © 2001
 - Newbold, [Statistics For Business And Economics](#), 5/e, © 2003
 - Shannon/Groebner/Fry/Smith, [A Course In Business Statistics](#), 4/e, © 2006 (3/e also available)
- **Management Science/Operations Research**
 - Balakrishnan/Render/Stair, [Managerial Decision Modeling with Spreadsheets](#), 2/e, © 2007 (1/e also available)

- Moore/Weatherford, [Decision Modeling With Microsoft Excel](#), 6/e, © 2001
- Render/Stair/Hanna, [Quantitative Analysis for Management](#), 10/e, © 2009 (9/e, 8/e, 7/e also available)
- Render/Stair/Greenberg, [Cases And Readings In Management Science](#), 2/e, © 1990
- Taylor, [Introduction to Management Science](#), 9/e, © 2007 (8/e, 7/e also available)
- **Production/Operations Management**
 - Anupindi, Et Al., [Managing Business Process Flows](#), 2/e, © 2006 (1/e also available)
 - Arnold/Chapman/Clive, [Introduction to Materials Management Casebook](#) , 2/e, revised edition, © 2004
 - Bozarth/Handfield, [Introduction to Operations and Supply Chain Management](#), 2/e, © 2008 (1/e also available)
 - Chapman, [The Fundamentals of Production Planning and Control](#), 1/e, © 2006
 - Chopra, [Supply Chain Management](#), 3/e, © 2007 (2/e, 1/e also available)
 - Fawcett/Ellram/Ogden, [Supply Chain Management: From Vision to Implementation](#), 1/e, © 2007
 - Foster, [Managing Quality: Integrating The Supply Chain](#), 3/e, © 2007 (2/e, 1/e also available)
 - Haksever/Render/Russell/Murdick, [Service Management And Operations](#), 2/e, © 2000
 - Hanna/Newman, [Integrated Operations Management](#), 1/e, © 2001
 - Heineke/Meile, [Games And Exercises In Operations Management](#), 1/e, © 1995
 - Heizer/Render, [Operations Management](#), 9/e, © 2008 (8/e, 7/e, 6/e also available)
 - Heizer/Render, [Principles Of Operations Management](#), 7/e, © 2008 (6/e, 5/e, 4/e also available)
 - Krajewski/Ritzman/Malhotra, [Operations Management: Processes and Value Chains](#), 8/e, © 2007 (7/e, 6/e also available)
 - Latona/Nathan, [Cases And Readings In POM](#), © 1994
 - Pinto, [Project Management: Achieving Competitive Advantage](#), 1/e, © 2007
 - Schmenner, [Plant And Service Tours In Operations Management](#), 5/e, © 1998 (4/e also available)

Economics:

- **General Knowledge**
 - Brock, [The Structure of American Industry](#), 12/e, © 2009
 - Schiller, [The Economics of Poverty and Discrimination](#), 10/e, © 2008
- **Macroeconomics**
 - Farnham, [Economics for Managers](#), 1/e, © 2005
 - Froyen, [Macroeconomics: Theories and Policies](#), 9/e, © 2009
- **Microeconomics**
 - Keat/Young, [Managerial Economics: Economic Tools for Today's Decision Makers](#), 5/e, © 2006
 - Pindyck/Rubinfeld, [Microeconomics](#), 6/e, © 2005
- **Principles of Economics**
 - Hubbard/O'Brien, [Economics](#), 2/e, © 2008
 - Hubbard/O'Brien, [Macroeconomics](#), 2/e, © 2008
 - Hubbard/O'Brien, [Microeconomics](#), 2/e, © 2008
 - O'Sullivan/Sheffrin/Perez, [Economics: Principles, Applications, and Tools](#), 5/e, © 2007
 - O'Sullivan/Sheffrin/Perez, [Macroeconomics: Principles, Applications, and Tools](#), 5/e, © 2007
 - O'Sullivan/Sheffrin/Perez, [Microeconomics: Principles, Applications, and Tools](#), 5/e, © 2007
 - O'Sullivan/Sheffrin/Perez, [Survey of Economics: Principles, Applications, and Tools](#), 3/e, © 2008

Coming Soon in Economics!

- Blanchard, [Macroeconomics](#), 5/e, © 2009
- Pindyck/Rubinfeld, [Microeconomics](#), 7/e, © 2009
- Sawyer/Sprinkle, [International Economics](#), 3/e, © 2009

Finance:

- **Asset Pricing**
 - Pennacchi, [Theory of Asset Pricing](#), 1/e, © 2008
- **Corporate Finance**
 - Berk/DeMarzo, [Corporate Finance](#), 1/e, © 2007
 - Berk/DeMarzo, [Corporate Finance: The Core](#), 1/e, © 2009
 - Bodie/Merton/Cleeton, [Financial Economics](#), 2/e, © 2009
 - Dorfman, [Introduction to Risk Management and Insurance](#), 9/e, © 2008
 - Emery/Finnerty/Stowe, [Corporate Financial Management](#), 3/e, © 2007
 - Gitman, [Principles of Managerial Finance](#), 12/e, © 2009
 - Gitman, [Principles of Managerial Finance Brief](#), 5/e, © 2009
 - Keown/Petty/Martin/Scott, [Foundations of Finance: The Logic and Practice of Financial Management](#), 6/e, © 2008 (5/e also available)
 - Stretcher/Michael, [Cases in Financial Management](#), 1/e, © 2005
 - Weston, [Cases in Dynamic Finance](#), 1/e, © 2002
- **Derivatives**
 - Marthinsen, [Risk Takers: Uses and Abuses of Financial Derivatives](#), 2/e, © 2009
 - **NEW!** McDonald, [Fundamentals of Derivatives Markets](#), 1/e, © 2009
- **Financial Markets & Institutions**
 - Mishkin/Eakins, [Financial Markets and Institutions](#), 6/e, © 2009
- **International Finance**
 - **NEW!** Bekaert/Hodrick, [International Financial Management](#), 1/e, © 2009
 - Eiteman/Stonehill/Moffett, [Multinational Business Finance](#), 11/e, © 2007
 - Moffett/Stonehill/Eiteman, [Fundamentals of Multinational Finance](#), 3/e, © 2009
 - Solnik/McLeavey, [Global Investments](#), 6/e, © 2009
- **Investments**
 - **NEW!** Gitman/Joehnk, [Fundamentals of Investing](#), 10/e, © 2008
 - Nofsinger, [The Psychology of Investing](#), 3/e, © 2008
- **Personal Finance**
 - Keown, [Personal Finance: Turning Money Into Wealth](#), 4/e, © 2007
 - Madura, [Personal Finance](#), 3/e, © 2007
- **Risk Management**
 - Rejda, [Principles of Risk Management and Insurance](#), 10/e, © 2008
- **Valuation**
 - Titman/Martin, [Valuation: The Art and Science of Corporate Investment Decisions](#), 1/e, © 2008

Coming Soon in Finance!

- Berk/DeMarzo/Harford, [Fundamentals of Corporate Finance](#), 1/e, © 2009

- Fabozzi/Modigliani, [Capital Markets: Institutions and Instruments](#), 4/e, © 2009
- Frasca, [Personal Finance](#), 6/e, © 2009
- Haugen, [The New Finance: Overreaction, Complexity and Uniqueness](#), 4/e, © 2009
- Welch, [Corporate Finance Intro](#), 1/e, © 2009

Introduction to Business:

- Bovée/Thill, [Business in Action with Real Time Updates](#), 4/e, © 2008 (1/e also available)
- Bovée/Thill/Mescon, [Excellence in Business](#), 3/e, © 2007
- Ebert/Griffin, [Business Essentials](#), 6/e, © 2007
- Griffin/Ebert, [Business](#), 8/e, © 2006

Coming Soon in Intro to Business!

- Ebert/Griffin, [Business Essentials](#), 7/e, © 2009

Management:

- **Business Ethics**
 - Stanwick/Stanwick, [Understanding Business Ethics](#), 1/e, © 2009
- **Entrepreneurship**
 - Barringer, [Preparing Effective Business Plans: An Entrepreneurial Approach](#), 1/e, © 2009
 - Barringer/Ireland, [Entrepreneurship: Successfully Launching New Ventures](#), 2/e, © 2008 (1/e also available)
 - Brooks, [Social Entrepreneurship: A Modern Approach to Social Value Creation](#), 1/e, © 2009
 - George/Bock, [Inventing Entrepreneurs: Technology Innovators and Their Entrepreneurial Journey](#), 1/e, © 2009
 - Kuratko/Hornsby, [New Venture Management: The Entrepreneur's Roadmap](#), 1/e, © 2009
 - Scarborough/Wilson/Zimmerer, [Effective Small Business Management: An Entrepreneurial Approach](#), 9/e, © 2009 (8/e also available)
 - Schindehutte/Morris/Pitt, [Rethinking Marketing: The Entrepreneurial Imperative](#), 1/e, © 2009
 - **NEW!** Shane, [Technology Strategy for Entrepreneurship and Managers](#), 1/e, © 2009
 - Zimmerer/Scarborough/Wilson, [Essentials of Entrepreneurship and Small Business Management](#), 5/e, © 2008
- **Groups and Teams**
 - Thompson, [Making the Team: A Guide for Managers](#), 3/e, © 2008
- **Human Resource Management**
 - Aguinis, [Performance Management](#), 2/e, © 2009
 - Dessler, [A Framework for Human Resource Management](#), 5/e, © 2009
 - Dessler, [Human Resource Management](#), 11/e, © 2008 (10e also available)
 - Gomez-Mejia, [Managing Human Resources](#), 5/e, © 2007
 - **NEW!** Harvey/Allard, [Understanding and Managing Diversity: Readings, Cases, and Exercises](#), 4/e, © 2009
 - Martocchio, [Strategic Compensation: A Human Resource Management Approach](#), 5/e, © 2009
 - Mondy, [Human Resource Management](#), 10/e, © 2008 (9/e also available)
- **International Management**
 - Cavusgil/Knight/Reisenberger, [International Business: Strategy Management and the New Realities](#), 1/e, © 2008

- Daniels/Radebaugh/Sullivan, [International Business: Environments and Operations](#), 11/e, © 2007
- Deresky, [International Management: Managing Across Borders and Cultures](#), 6/e, © 2008 (6/e also available)
- Griffin/Pustay, [International Business: A Managerial Perspective](#), 5/e, © 2007
- Wild/Wild/Han, [International Business: The Challenges of Global Business](#), 4/e, © 2008

- **Leadership**
 - **NEW!** Clawson, [Level Three Leadership](#), 4/e, © 2009
 - **NEW!** Nahavandi, [Art and Science of Leadership](#), 5/e, © 2009

- **Management Skills**
 - Whetten/Cameron, [Developing Management Skills](#), 7/e, © 2007 (6/e, 5/e also available)

- **Organizational Behavior**
 - André, [Organizational Behavior: An Introduction to Your Life in Organizations](#), 1/e, © 2008
 - George/Jones, [Understanding and Managing Organizational Behavior](#), 5/e, © 2008
 - Greenberg/Baron, [Behavior in Organizations](#), 9/e, © 2008
 - Hersey/Blanchard/Johnson, [Management of Organizational Behavior: Leading Human Resources](#), 9/e, © 2008
 - Hodge, [Organizational Theory: A Strategic Approach](#), 6/e, © 2003
 - Jones, [Organizational Theory, Design and Change](#), 5/e, © 2007
 - Osland/Kolb/Rubin/Turner, [Organizational Behavior: An Experiential Approach](#), 8/e, © 2007
 - Robbins, [Essentials of Organizational Behavior](#), 9/e, © 2008 (8/e also available)
 - Robbins/Judge, [Organizational Behavior](#), 13/e, © 2009 (12/e also available)
 - Spector, [Implementing Organizational Change: Theory and Practice](#), 1/e, © 2007
 - Thompson, [Organizational Behavior Today](#), 1/e, © 2008

- **Principles of Management**
 - Hitt/Black/Porter, [Management](#), 2/e, © 2009 (1/e also available)
 - Pierce/Newstrom, [Manager's Bookshelf](#), 8/e, © 2008
 - Robbins/Coulter, [Management](#), 9/e, © 2007 (8/e also available)
 - Robbins/DeCenzo, [Fundamentals of Management](#), 6/e, © 2008 (5/e also available)

- **Strategic Management**
 - Barney, [Gaining and Sustaining Competitive Advantage](#), 3/e, © 2007
 - Barney/Hesterly, [Strategic Management and Competitive Advantage Concepts and Cases](#), 2/e, © 2008 (1/e also available)
 - Carpenter/Sanders, [Strategic Management Concepts: A Dynamic Perspective](#), 2/e, © 2009 (1/e also available)
 - Coulter, [Strategic Management In Action](#), 4/e, © 2008
 - David, [Strategic Management: Concepts and Cases](#), 12/e, © 2009 (11/e, 10/e, 9/e, 8/e also available)
 - De Kluyver/Pearce, [Strategy: A View From The Top](#), 3/e, © 2009
 - Ghemawat, [Strategy and the Business Landscape](#), 2/e, © 2006 (1/e also available)
 - **NEW!** Phillips/Gully, [Strategic Staffing](#), 1/e, © 2009
 - Wheelen/Hunger, [Strategic Management and Business Policy](#), 11/e, © 2008 (10/e, 9/e, 8/e also available)

Coming Soon in Management!

- Certo, [Modern Management](#), 11/e, © 2009
- Daniels/Radebaugh/Sullivan, [International Business: Environments and Operations](#), 12/e, © 2009
- Dessler, [Fundamentals of Human Resource Management](#), 1/e, © 2009
- Ghemawat, [Strategy and the Business Landscape](#), 3/e, © 2009

- Robbins/Hunsaker, [Training in Interpersonal Skills, 5/e, © 2009](#)
- Robbins, [Management, 10/e, © 2009](#)
- Thompson, [The Mind and Heart of the Negotiator, 4/e, © 2009](#)

Marketing:

- **Advertising and Public Relations**
 - Center/Jackson/Smith/Stansberry, [Public Relations Practices: Managerial Case Studies and Problems, 7/e, © 2008](#)
 - Lane/King/Russell, [Kleppner's Advertising Procedure, 17/e © 2008](#)
 - Moriarty/Mitchell/Wells, [Advertising, 8/e, © 2009](#)
- **Consumer Behavior**
 - Schiffman/Kanuk, [Consumer Behavior, 9/e, © 2007](#)
 - Solomon, [Consumer Behavior: Buying, Having, and Being, 8/e © 2009 \(7/e also available\)](#)
- **E-Commerce and Technology**
 - Sawhney, [E-commerce and Technology Cases](#)
- **International Marketing**
 - Keegan/Green, [Global Marketing, 5/e, © 2008 \(4/e also available\)](#)
- **Marketing Channels**
 - Coughlan/Anderson/Stern/El-Ansary, [Marketing Channels, 7/e, © 2004](#)
 - Murphy/Wood, [Contemporary Logistics, 9/e, © 2008 \(8/e also available\)](#)
- **Marketing Management and Strategy**
 - Andreasen/Kotler, [Strategic Marketing for NonProfit Organizations, 7/e, © 2008](#)
 - Best, [Market-Based Management: Strategies for Growing Customer Value and Profitability, 5/e © 2009](#)
 - Brown/Rosenthal, [Cases in Strategic Marketing, 1/e, © 2000](#)
 - Kerin/Peterson, [Strategic Marketing Problems: Cases and Comments, 11/e © 2007 \(10/e, 9/e also available\)](#)
 - **NEW!** Kotler/Keller, [A Framework for Marketing Management, 4/e © 2009 \(3/e also available\)](#)
 - Kotler/Keller, [Marketing Management, 13/e, © 2009 \(12/e also available\)](#)
 - Rust/Lemon/Das Narayandas, [Customer Equity Management, 1/e © 2005](#)
 - Sayre, [Entertainment Marketing & Communication: Selling Branded Performance, People, and Places, 1/e, © 2008](#)
 - Shank, [Sports Marketing: A Strategic Perspective, 4/e, © 2009](#)
 - Winer, [Marketing Management, 3/e © 2007](#)
 - Wood, [The Marketing Plan Handbook, 3/e © 2008](#)
- **Marketing Research**
 - Burns/Bush, [Basic Marketing Research: Using Microsoft Excel Data Analysis, 2/e © 2008](#)
- **Principles of Marketing**
 - Armstrong/Kotler, [Marketing: An Introduction, 9/e, © 2009 \(8/e also available\)](#)
 - Kotler/Armstrong, [Principles of Marketing, 12/e, © 2008](#)
 - Solomon/Marshall/Stuart, [Marketing: Real People, Real Choices, 5/e, © 2007](#)
- **Product Design, Management and Marketing**
 - Keller, [Best Practice Cases in Branding, 3/e, © 2008 \(1/e also available\)](#)

- Keller, [Strategic Brand Management](#), 3/e, © 2008
- **Retailing**
 - Berman/Evans, [Retail Management: A Strategic Approach](#), 10/e, © 2007

Coming Soon in Marketing!

- Anderson/Narus/Narayandas, [Business Market Management: Understanding, Creating, and Delivering Value](#), 3/e, © 2009
- Broom/Cutlip/Center, [Effective Public Relations](#), 10/e, © 2009
- Burns/Bush, [Marketing Research](#), 6/e, © 2009
- Malhotra/Peterson, [Basic Marketing Research: A Decision-Making Approach](#), 3/e, © 2009
- Mohr/Sengupta/Slater, [Marketing of High-Technology Products and Innovations](#), 3/e, © 2009
- Solomon/Marshall/Stuart, [Marketing: Real People, Real Choices](#), 6/e, © 2009
- Solomon/Rabolt, [Consumer Behavior in Fashion](#), 2/e, © 2009
- Strauss/El-Ansary/Frost, [E-Marketing](#), 5/e, © 2009
- Tanner/Honeycutt/Erffmeyer, [Sales Management](#), 1/e, © 2009

MIS:

- **Data Communications & Networking**
 - Dumas/Schwartz, [Principles of Computer Networks and Communications](#), 1/e, © 2009
- **Electronic Commerce**
 - Laudon/Traver, [E-Commerce: Business, Technology, Society](#), 4/e, © 2008
 - Turban/King/McKay/Marshall/Lee/Viehland, [Electronic Commerce 2008: A Managerial Perspective](#), 5/e, © 2008
- **Enterprise Resource Planning (ERP)**
 - **NEW!** Motiwalla/Thompson, [Enterprise Systems for Management](#), 1/e, © 2009
- **Introduction to MIS**
 - Anderson, [Management Information Systems](#), 1/e, © 2000
 - Brown/DeHayes/Hoffer/Martin/Perkins, [Managing Information Technology](#), 6/e, © 2009
 - Elam, [Cases in Management Information Systems](#), © 1997
 - Jessup/Valacich, [Information Systems Today](#), 3/e, © 2008
 - Kroenke, [Experiencing MIS](#), 1/e, © 2008
 - Kroenke, [Using MIS](#), 2/e, © 2009 (1/e also available)
 - **NEW!** Laudon/Laudon, [Essentials of Business Information Systems](#), 8/e, © 2009 (7/e also available)
 - Laudon/Laudon, [Management Information Systems: Managing the Digital Firm](#), 10/e, © 2007 (9/e also available)
 - Martin/Brown/DeHayes/Hoffer/Perkins, [Managing Information Technology](#), 5/e, © 2005
 - McKeen/Smith, [IT Strategy in Action](#), 1/e, © 2009
 - **NEW!** Miller, [MIS Cases: Decision Making with Application Software](#), 4/e, © 2009 (3/e, 2/e also available)

Coming Soon in MIS!

- Ashrafi, [Object Oriented Systems Analysis and Design](#), 1/e, © 2009
- Laudon/Traver, [E-Commerce: Business, Technology, Society](#) 2009, 5/e, © 2009
- Panko, [Business Data Networks and Telecommunications](#), 7/e, © 2009

CANADIAN Content:

Accounting:

- Arens/Elder/Beasley/Spletstoesser-Hogeterp, [Auditing and Other Assurance Services, Canadian 10/e, © 2006](#)
- **NEW!** Slater/Zwicker, [College Accounting: A Practical Approach, Canadian 10/e, © 2009](#)

Business Law:

- Davis/Koroneos, [Business Law in Canada Casebook, 1/e, © 2004](#)

Decision Science:

- Skuce, [Analyzing Data and Making Decisions: Statistics for Business, 1/e, © 2008](#)

Management:

- Cawsey/Ceszca/Templer, [Canadian Cases in Human Resources Management, 1/e, © 2002](#)

Marketing:

- MacKenzie, [Contemporary Canadian Marketing Cases, 3/e, © 2008](#)
- McDougall/Weinberg, [Canadian Marketing Cases, 1/e, © 2003](#)
- Stewart, [Supplemental Cases in Marketing, 2007 Edition, 1/e, © 2007](#)

FT PRESS, PH PROFESSIONAL BUSINESS & WHARTON SCHOOL PUBLISHING

Decision Science:

- **NEW!** Gitlow/Levine, [Six Sigma for Green Belts and Champions: Foundations, DMAIC, Tools, Cases, and Certification, 1/e, © 2005](#)
- Gitlow/Levine/Popovich, [Design for Six Sigma for Green Belts and Champions: Applications for Service Operations--Foundations, Tools, DMADV, Cases, and Certification, 1/e, © 2006](#)
- **NEW!** Levine, [Statistics for Six Sigma Green Belts with Minitab and JMP, 1/e, © 2006](#)
- Snee/Hoerl, [Leading Six Sigma: A Step-by-Step Guide Based on Experience with GE and Other Six Sigma Companies, 1/e, © 2003](#)
- Snee/Hoerl, [Six Sigma Beyond the Factory Floor: Deployment Strategies for Financial Services, Health Care, and the Rest of the Real Economy, 1/e, © 2005](#)
- Sodhi/Sodhi, [Six Sigma Pricing: Improving Pricing Operations to Increase Profits 1/e, © 2008](#)
- Trusko/Pexton/Harrington/Gupta, [Improving Healthcare Quality and Cost with Six Sigma 1/e, © 2007](#)

Economics:

- Fung/Fung/Wind, [Competing in a Flat World: Building Enterprises for a Borderless World 1/e, © 2008](#)

Finance:

- Appel, [Investing with Exchange-Traded Funds Made Easy: Higher Returns with Lower Costs--Do It Yourself Strategies Without Paying Fund Managers, 1/e, © 2007](#)
- **NEW!** Augen, [The Volatility Edge in Options Trading: New Technical Strategies for Investing in Unstable Markets, 1/e, © 2008](#)
- Poorvu, [Creating and Growing Real Estate Wealth: The 4 Stages to a Lifetime of Success, 1/e, © 2008](#)

- Weston, [Deal with Your Debt: The Right Way to Manage Your Bills and Pay Off What You Owe](#), 1/e, © 2006
- Weston, [Your Credit Score: How to Fix, Improve, and Protect the 3-Digit Number that Shapes Your Financial Future](#), 2/e, © 2007

Management:

- Black/Gregersen, [It Starts with One: Changing Individuals Changes Organizations](#), 1/e, © 2008
- **NEW!** Bouchikhi/Kimberly, [The Soul of the Corporation: How to Manage the Identity of Your Company](#), 1/e, © 2008
- Fleisher/Bensoussan, [Business and Competitive Analysis: Effective Application of New and Classic Methods](#), 1/e, © 2007
- **NEW!** Nambisan/Sawhney, [The Global Brain: Your Roadmap for Innovating Faster and Smarter in a Networked World](#), 1/e, © 2008
- **NEW!** Robbins, [The Truth About Managing People](#), 2/e, © 2008

Marketing:

- Breakenridge, [PR 2.0: New Media, New Tools, New Audiences](#), 1/e, © 2008
- **NEW!** Farris/Bendle/Pfeifer/Reibstein, [Marketing Metrics: 50+ Metrics Every Executive Should Master](#), 1/e, © 2006
- Hastings/Saperstein, [Improve Your Marketing to Grow Your Business: Insights and Innovation That Drive Business and Brand Growth](#), 1/e, © 2008
- Kumar, [Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty](#), 1/e, © 2008