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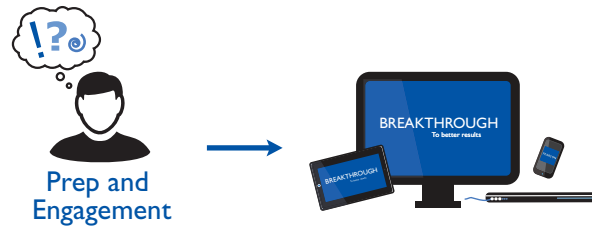
EIGHTH EDITION

Courtland L. Bovee • John V. Thill

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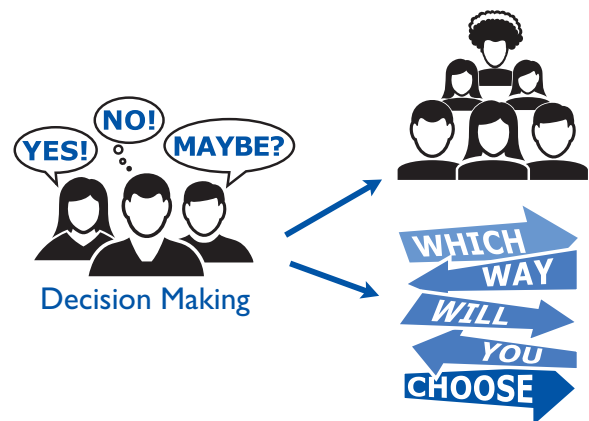
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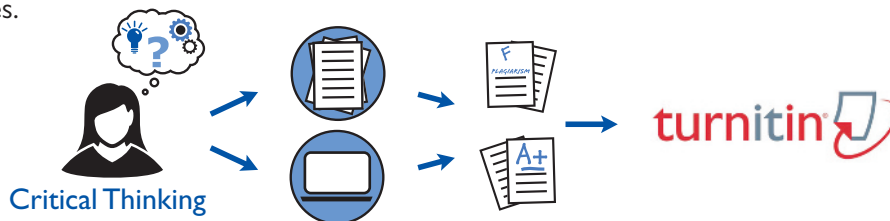


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Global Edition

Eighth Edition

Business in Action

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This book is dedicated to the many instructors and students who have used this text and its predecessors *Excellence in Business* and *Business Today*. We appreciate the opportunity to assist you in your exploration of the world of business, and we wish you great success in this course and in your careers.

Courtland L. Bovée
John V. Thill

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Preface

Major Changes and Improvements in This Edition

Here are the major changes in the Eighth Edition of *Business in Action*:

- Five new chapter-opening vignettes with chapter-ending case studies:
 - Chapter 2*: The forecasting challenges faced by Apple when the company was planning the launch of its iPhone 6 models
 - Chapter 3*: Cisco's successful merger-and-acquisition process, defying the odds when it comes to buying other companies
 - Chapter 8*: The Mexican building-materials giant Cemex's innovative use of custom collaboration platform to help its global workforce solve pressing business challenges
 - Chapter 11*: Zappos' unconventional strategies for finding and attracting unconventional employees
 - Chapter 16*: GoPro's smart use of social media to build awareness of and demand for its rugged action cameras
- More than three dozen new review, analysis, and application questions and student projects
- Fourteen all-new exhibits and 45 updated or redesigned exhibits, further expanding *Business in Action's* unmatched selection of value-added instructional visuals
- Coverage of the revolution in mobile connectivity and the many ways mobile is reshaping business
- New or substantially revised sections include
 - The Technological Environment** (Chapter 1), highlighting the disruptive effects of mobile communication and connectivity
 - The Trans-Pacific Partnership (PTT)** (Chapter 2), highlighting the controversy surrounding this major new trade agreement
 - Legal Differences in the Global Business Environment** (Chapter 2), updating the European taxation controversy that has forced Google, Amazon, Starbucks, and other U.S. companies to change their business practices
 - Blueprint for an Effective Business Plan** (Chapter 6), adding a discussion of the contrary view about the value of conventional business plans and the use of *canvases* instead
 - Social Networks and Virtual Communities** (Chapter 8), adding an overview of Zappos's reliance on social networking to keep its growing workforce connected
 - Gamifying for Healthy Competition** (Chapter 10), describing how companies are using game principles to motivate employees
 - Gender (Chapter 11, in Dimensions of Workforce Diversity)**, updating the discussion of gender pay imbalance and uncovering the major issues behind the often-quoted statistics about women earning only 70 percent of what men earn
 - Test Marketing** (Chapter 14), expanding the coverage with the new phenomenon of crowdsourced test marketing and crowdfunding as a way to identify potential hit products

Packaging (Chapter 14), broadening the discussion of how packaging decisions are often a tug-of-war between competing economic and environmental concerns

The Outlook for Wholesaling (Chapter 15), adding discussion of how e-commerce technologies let companies such as Amazon jump into traditional wholesaling and distribution channels because some incumbent players were too slow to adapt

The Outlook for Retailing (Chapter 15), expanding the discussion points of overcapacity, the emergence of mobile commerce, the growth of multichannel retailing, and data security and privacy concerns stemming from personalized marketing efforts

Physical Distribution and Logistics (Chapter 15), using Amazon's new same-day delivery service and experimentation with delivery drones to highlight the importance of competitive physical distribution in the marketing mix.

Public Relations (Chapter 16), explaining how social media have upended the traditional practice of public relations

Business in Action: An Ideal Text for Your Introduction to Business Course

Business in Action is the ideal text for courses that aim to cover the full spectrum of contemporary business topics in the most efficient and successful manner possible.

HIGH-EFFICIENCY LEARNING WITHOUT COMPROMISES

Business in Action offers instructors and students a much-needed alternative to texts that are either overstuffed and overwhelming or so skimpy that they compromise essential coverage. With a full 20 chapters, including chapters dedicated to employee motivation, customer communication, financial markets, and banking, it has the same scope as other comprehensive texts while being up to 20 percent shorter. There is no filler and no fluff, and the examples were chosen carefully to illustrate important points, without overloading the text. We invite you to do side-by-side comparisons with any other business text to see which one will make the best use of students' limited time and energy for studying.

VIGNETTES AND CASE STUDIES THAT BRING BUSINESS CONCEPTS TO LIFE

Every chapter is bookended with a vignette/case study pair that help students grasp the principles covered in the chapter. The chapter-opening vignette introduces a company faced with a major strategic challenge and encourages students to imagine how they would address that challenge. The chapter-closing case study describes the strategic choices the company's leaders made, including how they applied the concepts students just learned in the chapter. Three critical thinking questions require students to apply the concepts covered in the text. Plus, students can find out more about the company featured in the case by completing the "Learn More Online" exercise. In this edition, six of the vignette/case studies are all new, and the rest have been updated to reflect the most recent decisions faced by each featured company.

OBJECTIVE-DRIVEN DESIGN WITH INFORMATION CHUNKING AND INTERIM CHECKPOINTS

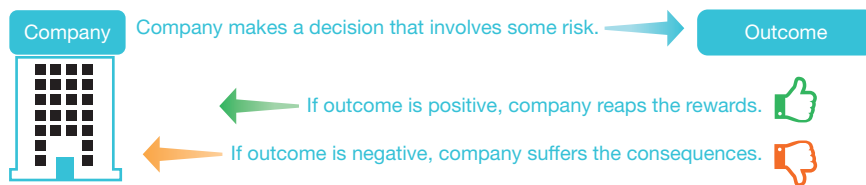
Every chapter is divided into six concise segments, each focused on its own learning objective and offering a comprehensive checkpoint to help students review and reinforce what they've learned. With this approach, each learning objective segment is treated almost as a mini-chapter within the chapter, letting students pace their intake and memorization, rather than having to review an entire chapter at once. The consistent six-part structure

also simplifies course planning and class time allocation for instructors, and it helps students organize their reading, review, and test preparation.

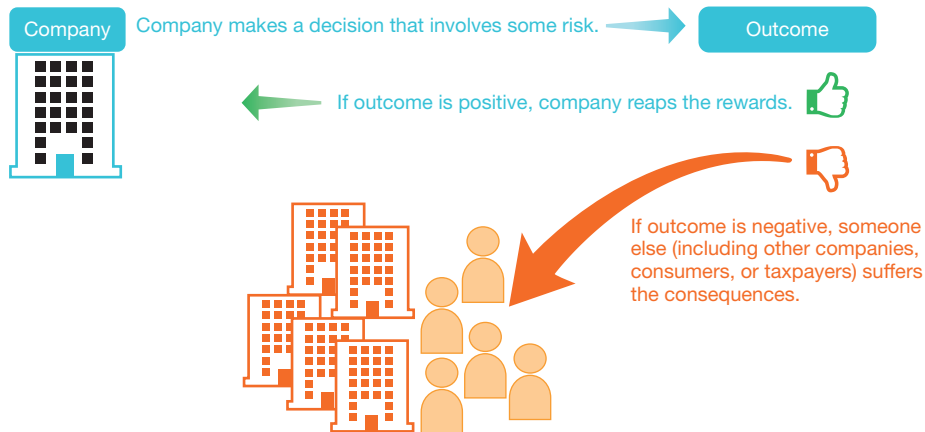
VISUAL LEARNING FOR A NEW GENERATION OF STUDENTS

Business in Action takes efficiency and student-friendly design to an entirely new level, with more than 150 *Exhibits That Teach*. These unique diagrams, infographics, and other exhibits address the challenge of getting students to read long passages of text by presenting vital concepts visually. The emphasis throughout is on productive learning—on helping students minimize the time they spend reading while maximizing their learning outcome. This value-added approach to visuals is in sharp contrast to books that try to entertain with decorative photos, cartoons, or fractured page designs that disrupt the flow of reading and thereby force students to spend even *more* time reading.

Healthy connection between risk and reward



Moral hazard: Link between risk and reward is broken



Extending the Value of Your Textbook with Free Multimedia Content

Business in Action's unique Real-Time Updates system automatically provides weekly content updates, including interactive websites, podcasts, PowerPoint presentations, online videos, PDFs, and articles. You can subscribe to updates chapter by chapter, so you get only the material that applies to your current chapter. Visit <http://real-timeupdates.com/bia8> to register.

The image shows a screenshot of the 'Bowe & Thill's Real-Time Updates' website. The interface includes a navigation menu with options like Home, About, Podcasts, News, PowerPoint, PDFs, and more. The main content area displays a list of updates for 'BUSINESS IN ACTION, 8TH ED. CHAPTER 2: UNDERSTANDING BASIC ECONOMICS'. Five callout boxes provide instructions on how to use the site:

- 1 See breaking news on hot business topics.
- 2 Read messages from the authors, access special instructor-only media files, and join online communities for instructors.
- 3 Click on any chapter to see the updates and media items for that chapter.
- 4 Scan headlines and click on any item of interest to read the article or download the media item.
- 5 Subscribe via RSS to individual chapters to get updates automatically for the chapter you're currently teaching.

Building Skills, Awareness, and Insight

Each chapter contains a rich set of questions and projects to help students verify their learning, expand their knowledge, and practice important skills:

- **Test Your Knowledge.** Fourteen carefully selected questions help you review information, analyze implications, and apply concepts. Highlighted questions involve ethical considerations and concept integration from other chapters.
- **Expand Your Knowledge.** *Discovering Career Opportunities* tasks give students a chance to explore career resources on campus, observe professionals at their jobs, interview businesspeople, and perform self-evaluations to assess their own career skills and interests. *Improving Your Tech Insights* tasks students to research and summarize an important technical development and explain its business implications; this feature introduces them to such revolutionary developments as nanotechnology, location and tracking technologies, and assistive technologies for people with disabilities.
- **Practice Your Skills.** *Sharpening Your Communication Skills* addresses one of the key skill concerns among today's hiring managers; this exercise lets students practice listening, writing, and speaking in a variety of real-life scenarios. *Building Your Team Skills* teaches important team skills, such as brainstorming, collaborative decision making, developing a consensus, debating, role playing, and resolving conflict. *Developing Your Research Skills* familiarizes students with a wide variety of business reference materials and offers practice in developing research skills.

Full Support for AACSB Learning Standards

The American Association of Collegiate Schools of Business (AACSB) is a not-for-profit corporation of educational institutions, corporations, and other organizations devoted to the promotion and improvement of higher education in business administration and accounting. A collegiate institution offering degrees in business administration or accounting may volunteer for AACSB accreditation review. The AACSB makes initial accreditation decisions and conducts periodic reviews to promote continuous quality improvement in management education. Pearson Education is a proud member of the AACSB and is pleased to provide advice to help you apply AACSB Learning Standards.

Curriculum quality is one of the most important criteria for AACSB accreditation. Although no specific courses are required, the AACSB expects a curriculum to include learning experiences in the following areas:

- Written and oral communication
- Ethical understanding and reasoning
- Analytical thinking
- Information technology
- Interpersonal relations and teamwork
- Diverse and multicultural work environments
- Reflective thinking
- Application of knowledge

Throughout *Business in Action*, you'll find student exercises and activities that support the achievement of these important goals, and the questions in the accompanying test bank are tagged with the appropriate AACSB category.

Course Planning Guide

The structure of *Business in Action* makes it easy to adapt to courses of any length and with any specific instructional goals. The following table suggests one possible sequence and schedule for covering the chapters in the textbook, with time allocations based on the total number of class hours available.

Chapter	Hours Devoted to Each Chapter		
	30-Hour Course	45-Hour Course	60-Hour Course
Chapter 1: Developing a Business Mindset	1	2	3
Chapter 2: Understanding Basic Economics	2	2	3
Chapter 3: The Global Marketplace	1	2	3
Chapter 4: Business Ethics and Corporate Social Responsibility	2	3	3
Chapter 5: Forms of Ownership	1	2	3
Chapter 6: Entrepreneurship and Small-Business Ownership	1	2	3
Chapter 7: Management Roles, Functions, and Skills	2	3	3
Chapter 8: Organization and Teamwork	1	2	3
Chapter 9: Production Systems	1	2	3
Chapter 10: Employee Motivation	1	2	3
Chapter 11: Human Resources Management	1	2	3
Chapter 12: Labor Relations	1	2	3
Chapter 13: The Art and Science of Marketing	2	2	2
Chapter 14: Product and Pricing Strategies	2	2	2
Chapter 15: Distribution and Marketing Logistics	1	1	2
Chapter 16: Customer Communication	1	2	2

Continued on next page

Chapter	Hours Devoted to Each Chapter		
	30-Hour Course	45-Hour Course	60-Hour Course
Chapter 17: Financial Information and Accounting Concepts	2	3	3
Chapter 18: Financial Management	2	2	3
Chapter 19: Financial Markets and Investment Strategies	1	2	3
Chapter 20: The Money Supply and Banking Systems	2	2	3
Appendix A: Business Law	-	1	1
Appendix B: Risk Management	1	1	1
Appendix C: Information Technology	-	-	1
Appendix D: Personal Finance: Getting Set for Life	1	1	1

Resources for Instructors and Students

Instructor's Resource Center

At the Instructor Resource Center, www.pearsonglobaleditions.com/Bovee, instructors can easily register to gain access to a variety of instructor resources available with this text in downloadable format. If assistance is needed, our dedicated technical support team is ready to help with the media supplements that accompany this text. Visit <http://247pearsoned.custhelp.com/> for answers to frequently asked questions and toll-free user-support phone numbers.

The following supplements are available with this text

- **PowerPoints.** A full set of PowerPoint slides is provided. The slides are divided by chapter and are suitable for leading class lectures and discussion. The slides contain the relevant material from each chapter along with reproductions of key tables and figures.
- **Instructor's Resource Manual.** The *Instructor's Resource Manual* makes it easy to plan lectures and incorporate all resources offered with *Business in Action*. Each chapter contains a chapter outline, classroom activities, and answers to all end-of-chapter material.
- **Test Bank.** The test bank contains approximately 100 questions per chapter, including multiple-choice, true/false, and essay questions.
- **TestGen® Computerized Test Bank (and various conversions).** TestGen is a test-generating software program that allows instructors to add, edit, or delete questions from the test bank; analyze test results; and organize a database of exams and student results.

Customer Service

If you have questions related to this product, please contact our customer service department online at <http://247pearsoned.custhelp.com/>.