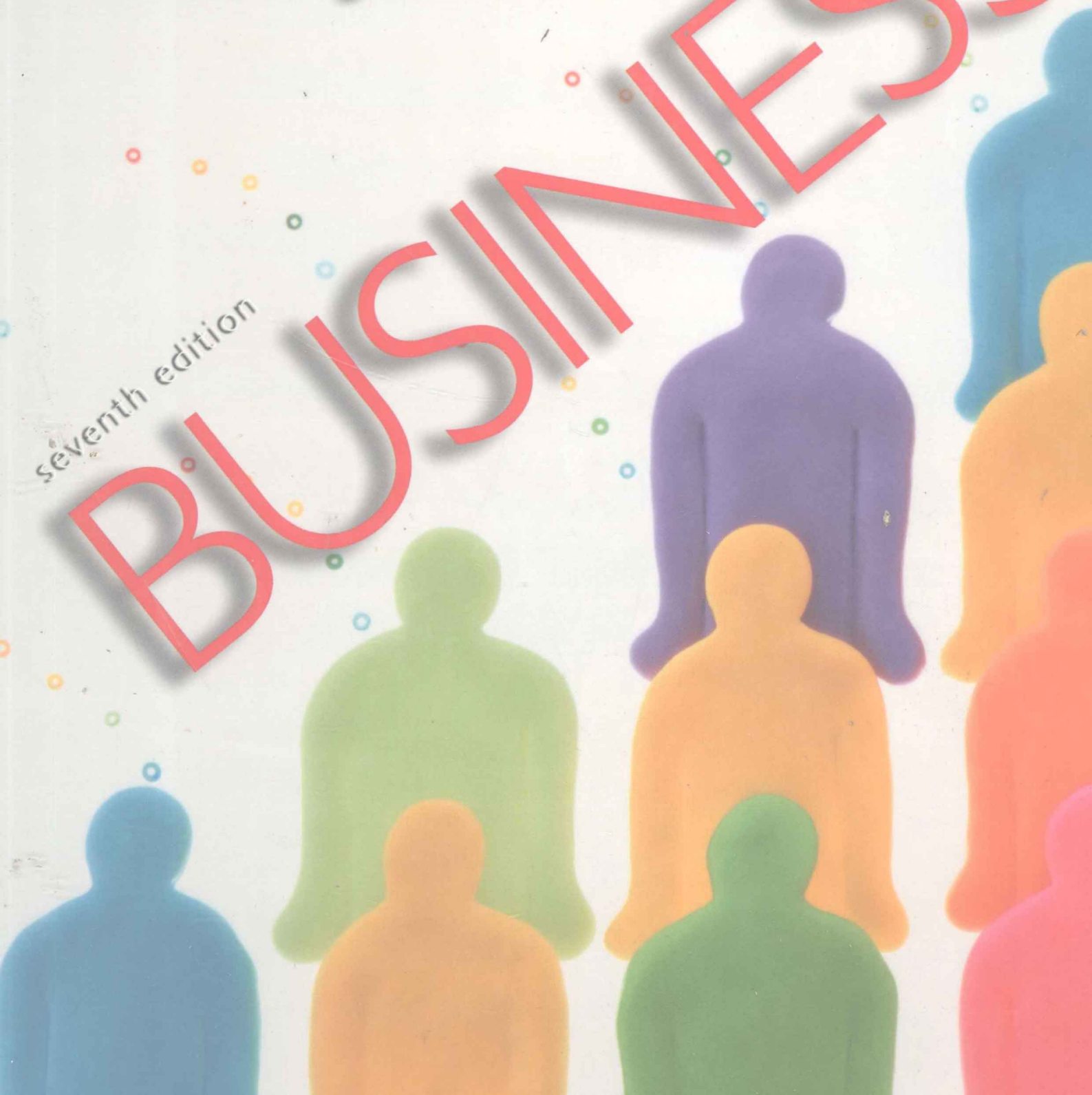


**Ricky W. Griffin**

**Ronald J. Ebert**

seventh edition

# BUSINESS



# **BUSINESS**

SEVENTH EDITION

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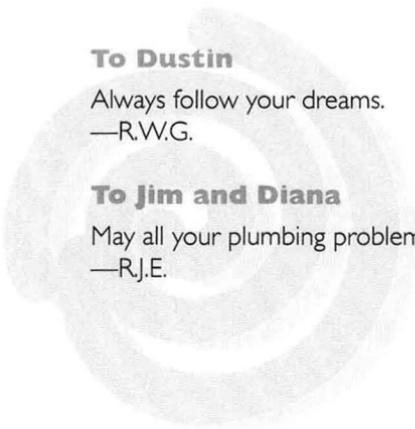
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**To Dustin**

Always follow your dreams.

—R.W.G.

**To Jim and Diana**

May all your plumbing problems be happy ones.

—R.J.E.

From the Authors **Ricky Griffin and Ron Ebert**

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At about the time we sat down to assemble this preface, we both kept seeing a TV ad promoting “Financial Knowledge for the New Economy” as the number-one ingredient for business success. Generally speaking, you can't argue with the premise, but we feel that, especially for introductory business students, “knowledge for the new economy” has to go beyond the “financials.” Students need to know something about every aspect of business and the environment in which business prospers. And make no mistake about it: We have prosperity because-or maybe despite the fact that-the rules of the game are constantly changing throughout the business environment and across the entire range of business practices. There are new forces at work. Nowadays, companies come together on short notice for collaborative projects and then, just as quickly, return to their original shapes as separate (and often competing) entities. Employees and companies share new ideas about work-about when and where it takes place, about how it gets done, about who determines roles and activities in the workplace. With communications technologies having shattered the barriers of physical distance, tight-knit teams with members positioned around the world share information just as effectively as groups huddled together in the same room.

In nearly every aspect of business today, from relationships with customers and suppliers to employees and stockholders, there are new ways of doing things, and a lot of them are surpassing traditional business practices, with surprising speed and often with better competitive results. Along with new ways come a host of unique legal and ethical (and financial) issues to challenge the creativity and judgment of people who do business. For all of these reasons we, as authors and teachers, felt a certain urgency when it became obvious that, in revising *Business* for its seventh edition, we had to capture the flavor and convey the excitement of the new economy in all of its rapidly evolving practices.

Ricky Griffin  
Ron Ebert

While always remembering the principle that guided the book's creation—"Doing the Basics Best"—Business, 7/e by Ricky Griffin and Ronald Ebert continues its tradition of introducing cutting edge firsts with the most up-to-date issues shaping business today and creative, pedagogy by focusing on three simple rules:

1. **Learn**
2. **Evaluate**
3. **Apply**

## SEE WHAT'S NEW!

### **NEW? CHAPTER 2: UNDERSTANDING THE ENVIRONMENTS OF BUSINESS**

This brand-new chapter puts business operations in a contemporary context, explaining the idea of *organizational boundaries* and describing the ways in which elements from *multiple environments* cross those boundaries and shape organizational activities. It also sets the stage as an introduction to some of the most important topics covered in the rest of the book, for example:

- **Economics** (including the role of aggregate output, standard of living, GDP, and productivity in determining *economic growth*; methods of measuring inflation and unemployment and their effects on *economic stability*; the role of fiscal and monetary policies on *stabilization policy*; surveys of the major forces and projected trends in the *global economy of the 21st century*).
- **Technology** (with special attention to new tools for competitiveness in both goods and services and *business process technologies*, including *enterprise resource planning*).
- **Ethics** (focusing not only on what happened at Enron and Arthur Andersen but why).
- **The General Business Environment** (featuring sections on such emerging areas of interest as *outsourcing*, *viral marketing*, and *business process management*).
- **The Aftermath of 9/11** Not only what these events did to the U.S. economy, but what, because of its flexibility and strength, they did not do.

**NEW  
FEATURE**

### ■ SAY WHAT YOU MEAN

This new feature emphasizes what students need to communicate effectively using verbal and written skills across cultures. These new boxes will make students more sensitive to cultural differences and help prepare them to address the needs of others with numerous country-specific examples.

## Say what you mean

WHEN IT COMES TO PRIVACY, IT'S A SMALL WORLD AFTER ALL

E-mail has virtually become the standard method of communication in the business world. Most people enjoy its speed, ease, and casual nature. But e-mail also has its share of problems and pitfalls. One challenge, of course, is privacy. Many people assume that the contents of e-mail are private, but any number of people may in fact be authorized to see your e-mail. Like postcards sent through the U.S. mail, e-mail messages pass through a lot of hands and before a lot of eyes.

The courts, for example, have held that e-mail messages sent and/or received during working hours and on company equipment are the property of the business. Compaq Computer Corporation has one full-time employee who does nothing but randomly scan e-mail messages.

term. Once inside, they can destroy sensitive e-mail messages or send them to outsiders.

Finally, many users are their own worst enemies. A surprisingly common error is inadvertently sending e-mail to the wrong address—even to a large group of people. A careless click of the mouse can send a sensitive message intended for a single recipient to everyone in the company.

Other concerns have arisen concerning privacy over the Internet. For consumers, Internet privacy is an especially important issue. Companies, for instance, can monitor which Web sites individuals visit, how long they stay there, what they buy, and how frequently they return. They can use information to make referrals to other firms to target new advertising to unsuspecting consumers. Not

### Self-Check Questions 1-3

You should now be able to answer Self-Check Questions 1-3\*

1. **MULTIPLE CHOICE** Marketers know that consumers buy products which offer the best value. Which of the following is **not** true regarding value for the buyer? [select one]  
 (a) It is related to the buyer's wants and needs. (b) It compares a product's benefits with its costs. (c) (d) It depends on product price. (e) Market strategies focus on increasing it.
2. **MULTIPLE CHOICE** A program in which a bank offers free services to long-standing customers is an example of which of the following? [select one] (a) industrial marketing; (b) services marketing; (c) brand competition; (d) product differentiation; (e) relationship marketing.
3. **MULTIPLE CHOICE** All of the following are elements in the *marketing mix* (the "Four Ps" of marketing) **except** [select one]: (a) product differentiation; (b) place (or distribution); (c) promotion; (d) product; (e) pricing.

\*ANSWERS TO SELF-CHECK QUESTIONS 1-3 CAN BE FOUND ON P. XXX.

**NEW  
FEATURE**

### ■ SELF-CHECK EXERCISES

Special self-check assessment exercises are introduced at three points in the chapter allowing students to review their understanding of the core concepts presented in the chapter.



# Doing the Basics **BEST**—Learn. Evaluate. Apply.

**NEW  
FEATURE**

## INTERNET FIELD TRIPS

These two-part Internet activities take students inside real world companies to explore how these companies conduct business. Starting in the middle of the chapter, after students have become acquainted with the fundamentals, students begin a focused, hands-on exploration of a real world organization. The second part of the exercise continues online with more detailed questions. Plus, students can check their final answers online at <http://www.prenhall.com/griffin>.



## Mid-Chapter Internet Field Trip

**"welcome to marriott.com"**

In the first part of this chapter, we discussed the concept of marketing products to meet the needs and wants of customers in both consumer and industrial markets. We also saw how relationship marketing promotes customer loyalty and found that a sound marketing strategy involves the entire marketing mix—product, pricing, place (distribution), and promotion.

Let's look further into these marketing practices by exploring the Web site of a successful international company—Marriott International Inc., at [www.marriott.com](http://www.marriott.com). The home page has five sections that we will use for exploring the marketing function at Marriott.

- **View Our 13 Lodging Brands** (see selection box at top of the page)
- **Explore & Plan** (box at middle of the page)
- **Marriott Rewards** (box at middle of the page)
- **Events & Meetings** (small box at bottom of the page)

- **Vacation Ownership** (small box at bottom of the page)

Begin by clicking on each of the following—**View Our 13 Lodging Brands, Events & Meetings, and Explore & Plan**—and examine their contents:

- What types of products does Marriott offer in its marketing mix?

On the home page, go to **View Our 13 Lodging Brands** and select **Marriott Hotels, Resorts & Suites**. Then drop down to the bottom of the page and click on **For Getaways**. Finally, click on **Marriott Resorts** and examine the information on that page:

- Which type of customer—consumer or industrial—is the target for information on this page?

At the home page, go to **View Our 13 Lodging Brands** and select **ExecuStay**. On the **Marriott ExecuStay** screen, go to the left side and click on **About ExecuStay**. Examine the information on that page:

- What product features on this page indicate the type of customer—consumer or industrial—that Marriott is targeting for this product?

On the home page, click on **Marriott Rewards**. After examining the contents of this page, go to the left side of the screen, click on **Elite Membership**, and read its contents:

- Is the Marriott Rewards program an example of relationship marketing? Give examples of incentives that Marriott uses to build relationships with its clients.

Briefly review the material at the Web pages entitled **Marriott Resorts** and **ExecuStay**:

- Which segmentation variables—demographic, geographic, psychographic, or behavioral—has Marriott used for differentiating its Marriott Resorts and ExecuStay products?

For the second leg of this Internet Field Trip, go to [www.prenhall.com/griffin](http://www.prenhall.com/griffin)

## KEY TERMS

marketing (p. 000)  
value (p. 000)  
utility (p. 000)  
consumer goods (p. 000)  
industrial goods (p. 000)  
services (p. 000)  
relationship marketing (p. 000)  
external environment (p. 000)  
substitute product (p. 000)  
brand competition (p. 000)  
international competition (p. 000)  
marketing manager (p. 000)  
marketing plan (p. 000)

marketing mix (p. 000)  
product (p. 000)  
product differentiation (p. 000)  
distribution (p. 000)  
target market (p. 000)  
market segmentation (p. 000)  
geographic variables (p. 000)  
demographic variables (p. 000)  
psychographic variables (p. 000)  
behavioral variables (p. 000)  
marketing research (p. 000)  
secondary data (p. 000)  
primary data (p. 000)

observation (p. 000)  
survey (p. 000)  
focus group (p. 000)  
experimentation (p. 000)  
data warehousing (p. 000)  
data mining (p. 000)  
consumer behavior (p. 000)  
brand loyalty (p. 000)  
rational motives (p. 000)  
emotional motives (p. 000)  
industrial market (p. 000)  
reseller market (p. 000)  
institutional market (p. 000)

**NEW  
FEATURE**

## KEY TERMS

To help students review the major topics in each chapter, a new section at the end of each chapter collects all the boldfaced key terms and refers readers to the pages on which they appear. As always, we also provide marginal definitions of all key terms and collect them in an alphabetized glossary at the end of the book.

**NEW  
FEATURE**

## EXERCISING YOUR ETHICS

To bring ethics to the forefront, new end-of-chapter exercises ask students to resolve an ethical situation. Each dilemma includes a description of the situation and concludes with questions that focus on how to approach and resolve these ethical challenges.



## Exercising Your Ethics

DRIVING A LEGITIMATE BARGAIN

### The Situation

A firm's marketing methods are sometimes at odds with the consumer's buying process. This exercise illustrates how ethical issues can become entwined with personal selling activities, product pricing, and customer relations.

### The Dilemma

In buying his first-ever new car, Matt visited showrooms and Web sites for every make of SUV. After weeks of reading and test-driving, he settled on a well-known Japanese-made vehicle with a manufacturer's suggested retail price of \$34,500 for the 2002 model. The price included accessories and options that Matt considered essential. Because he planned to own the car for at least five years, he was willing to wait for just the right package rather than accept a lesser-equipped car already on the lot. Negotiations with Gary, the sales representative, continued for two weeks. Finally, a sales contract was signed for \$30,600, with delivery due no more than two or three months later if the vehicle had to be special-ordered from the factory, earlier if Gary found the exact car when he searched other dealers around the country. On April 30, to close the deal, Matt had to write a check for \$1,000.

Matt received a call on June 14 from Angela, Gary's sales manager: "We cannot get your car before October," she reported. "So it will have to be a 2003 model. You will have to pay the 2003 price." Matt replied that the agreement called for a stated price and delivery deadline for 2002, pointing out that money had exchanged hands for the contract. When asked what the 2003 price would be, Angela responded that it had not yet been announced. Angerily, Matt replied that he would be foolish to agree now on some unknown future price. Moreover, he didn't like the way the dealership was treating him. He told Angela to send back to him everything he had signed; the deal was off.

### Questions for Discussion

1. Given the factors involved in the consumer buying process, how would you characterize the particular ethical issues in this situation?
2. From an ethical standpoint, what are the obligations of the sales rep and the sales manager regarding the pricing of the product in this situation?
3. If you were responsible for maintaining good customer relations at the dealership, how would you handle this matter?



## ■ ALL NEW!!!!

### “ON LOCATION” VIDEOS & EXERCISES



Twenty new, custom videos are linked to the end-of-chapter exercises to help students see how real-life businesses and the people who run them apply fundamental business principles on a daily basis. The format for each video is the same: 1) a moderator sets the scene; 2) concepts unfold; 3) the moderator recaps core



issues as the video can be paused for additional in-class discussion; 4) the video concludes with answers to the in-class discussion questions. The unique structure and format of these videos not only brings the concepts to life, but also provides an interactive environment to stimulate critical thinking and discussion in your course.

#### Chapter

#### Company / Agency

<b>1 Helping Businesses Do Business</b>	<i>U.S. Department of Commerce</i>
<b>2 Viewing the Environment</b>	<i>MTV Europe</i>
<b>3 Doing Business Privately</b>	<i>Amy's Ice Cream</i>
<b>4 Globalizing the Long Arm of the Law</b>	<i>Printrak</i>
<b>5 Doing the Right Thing</b>	<i>American Red Cross</i>
<b>6 Imaginative Management</b>	<i>Creative Age Publications</i>
<b>7 Juicing Up the Organization</b>	<i>Nantucket Nectars</i>
<b>8 Managing the Human Side of Business</b>	<i>Park Place Entertainment</i>
<b>9 Computing Family Values</b>	<i>Kingston Technology</i>
<b>10 In Consumers' Shoes</b>	<i>Sketchers USA</i>
<b>11 Sending Products into Space</b>	<i>MCCI</i>
<b>12 Through the Grapevine</b>	<i>Clos du Bois Winery</i>
<b>13 Revving Up Promotion</b>	<i>BMW Motorcycles</i>
<b>14 Managing Global Production</b>	<i>Body Glove</i>
<b>15 Glowing with Quality</b>	<i>Liquid Lab</i>
<b>16 Space Age Information Systems</b>	<i>Boeing Satellite Systems</i>
<b>17 Accounting for Billions of Burgers</b>	<i>McDonald's</i>
<b>18 Funding the Business World</b>	<i>Coast Business Credit</i>
<b>19 Information Pays Off</b>	<i>Motley Fool</i>
<b>20 Nailing Down Financial Management</b>	<i>Seche International</i>



# Doing the Basics **BEST**—Learn. Evaluate. Apply.

## ■ SUPER COMPANION WEBSITE

The Prentice Hall Companion Website offers the following features for students and instructors:



- **Powerful Homepage:** Students and faculty can unite all their texts on one personal homepage.
- **Study Guide:** Test your knowledge with this interactive study guide that offers a wide variety of self-assessment questions for each chapter. Results from the automatically graded questions provide immediate feedback and can serve as practice or can be e-mailed to the instructor for extra credit.
- **NEW! Interactive Summaries:** A complete version of each end-of-chapter summary has been prepared with blanks to be filled in for the key terms of the chapter. Students merely have to supply terms as they study and click to find out how well they've retained the most important content of each chapter.
- **Study Hall:** Includes information on personal finance, time management, study skills, and academic majors. Get career information, view sample resumes, and even apply for jobs online.
- **Current Events:** Check out links to articles in today's business news.
- **Financial Times Week Ahead.** Andrew Hill, U.S. business editor for the *Financial Times*, previews top stories weekend that are sure to be in the business news.
- **Downloadable supplements for Faculty:** In this password-protected area, faculty have access to all the student resources, plus instructor support material such as Instructor's Manuals, Test Item Files, PowerPoints, and the answers to all student study materials.
- **Communication Tools for Faculty:**
  - **Messages:** Faculty can post messages that appear on every one of their student's homepages
  - **Bulletins:** Faculty can send bulletins that go out to every one of their student's email addresses
  - **Discussions:** Faculty can initiate threaded discussions for each of their courses on MyCompanion Website
- **Smart Calendar:** Helps students and faculty keep track of all class events and due dates. One online calendar can be used to organize important dates from multiple courses.
- **Syllabus Editor:** Follow the easy to follow steps for creating and revising an online syllabus where changes you make are immediately available to your students on the Smart Calendar. Faculty can also upload their own documents, coordinate discussions, link to Prentice Hall online educational resources, and input links to any other site on the web.
- **Research Links:** Links to a wide variety of online research tools.



## HALLMARK STRENGTHS UPDATED!

**LEARN.** What better way to learn about business than by getting down to business. The following features engage students and bring the business concepts to life.

### ■ *Wraparound Vignettes*

Each chapter opens with a different two-part case study centering on a real-life business situation and closes by revisiting and posing follow-up questions for discussion.

#### Xbox Spots the Market

Once the domain of teenage boys, interactive games now lure a much broader audience, including younger kids and adults. It's easy to become addicted. With cinematically realistic graphics and challenging action sequences, games require split-second timing and rapid-fire reactions.

players with the most advanced hardware and hottest graphics in the industry. Microsoft intends for the site to become the gathering place for players and to promote enthusiasm among gamers everywhere. Thus far, Xbox.com has succeeded both in establishing relationships among gamers and in forming new bonds between gamers and the Xbox brand. Microsoft wants gamers to become loyal members of an Xbox community.

But industry experts know that it takes more than relationship building and nifty hardware to succeed in this market. Success depends on a steady flow of exciting capture players' imagination, reports Phaedra Bmengamers.com, "far out in for speed and memory." It's a serious problem with so far. The initial launch is, most of them action and

Continued from page 000

#### Microsoft's Great Xpectations



Xbox is Microsoft's first venture into game consoles, and the company's marketing strategy differs from that of competitors, especially Nintendo, which targets the younger end of the market. Xbox, says product-team leader Robbie Rash, targets a different audience. "Let's face it," he says, "Nintendo's system is for kids. We're for sophisticated gamers. I don't know any 30-year-olds who want a GameCube [by Nintendo]." Both Xbox and PlayStation 2 (by Sony) are aimed at the 16-

that Microsoft will have more than 200 Xbox games with a total of 300 titles in development by the next holiday season. For international appeal, Sega's participation also gives Xbox an important boost: Many Japanese gamers doubted Xbox's credibility until they learned of Microsoft's alliance with Sega's respected game publishers.

The Xbox product itself is also different from competing products. Sony's PS2 plays music CDs and DVD movies right out of the box. Xbox can also play music and movies—in fact, it delivers

#### High-Tech Hits the Highway



Nicole Gunther's four-year-old daughter is happy in the back seat of the family's Honda minivan. There are no more whining cries of "When are we going to get there?" With the rear-seat DVD player delivering Disney films, Nicole is absorbed in entertainment that lets Mom concentrate on after-school traffic. Other services, such as a satellite-controlled navigation system, keep drivers from getting lost and alert them to road or traffic conditions. Competitors are also getting in on the act. Cadillac's OnStar navigation service offers satellite radio services in more than 30 GM car and truck models, and satellite feeds are linked into dozens of Ford, GM, and DaimlerChrysler models.

Telematics, automobile versions of the electronic entertainment systems that have become staples in many homes, were packaged in about 2 percent of new vehicles sold in 2002, but the industry is on the verge of a boom: Wireless communications for the highway had total sales of \$1.6 billion in 2001, but will reach \$20 billion annually in 2006.

Industry demographics are changing, too. Currently, buyers consist mostly of middle- to upper-class drivers who can

suburban lifestyles in which many parents find themselves staffing dawn-to-dusk transportation services. Launched in Cadillac during the 1999 to 2001 model years, the first in-car communications systems offered on-road monitoring of performance and location and traffic-guidance advisories for high-income drivers. But that target audience, say industry experts, will change by 2007, when 80 percent of all new cars will contain factory-installed telematics. For model years 2002-2004, the target is active families in midrange- and higher-income groups who have young children and who use in-car technology for safety and entertainment. Even midrange, lower-priced cars will be equipped with a variety of wireless appliances—hands-free cell phones, monitoring systems for roadside assistance, and satellite radios. Satellite subscription fees, currently ranging from \$200 to \$400 per year for GM's OnStar, will permit technology-oriented drivers to receive music and movies from home and elsewhere. Still another target group for 2003-2006 is high-income professionals who use in-car communications technology

■ **"It's a Wired World" Boxes** These unique boxes offer brief real-world examples of the steps that new and established companies are taking to keep pace with competition in the e-business environment.

**EVALUATE.** To ensure students have ample opportunity to master key concepts, *Business 7/e* introduces some new features to help them evaluate their own progress.

■ **Self-Check Exercises** Special self-check assessment exercises are introduced at three points in the chapter allowing students to review their understanding of the core concepts presented in the chapter. All answers are presented in the back of the book with a specific page reference for reviewing those areas where students need additional practice.

### ■ *Online Summaries*

### ■ *Key Terms*

#### Self-Check Questions 7-9

You should now be able to answer Self-Check Questions 7-9\*

**7. MULTIPLE CHOICE** The following is **not** a stage in the consumer buying process [select one]: (a) substitution purchase; (b) evaluation of alternatives; (c) postpurchase evaluation; (d) information seeking; (e) problem/need recognition.

**8. TRUE/FALSE** In terms of market size, organizational buying in the United States is economically much more significant than consumer buying.

**9. MULTIPLE CHOICE** Which of the following is **not** true of the international marketing mix [select one]: (a) Products that sell for a given price in the United States may sell at a different price in another country. (b) The International Standards Act ensures the existence of uniform advertising practices in most countries. (c) A company can speed up its international distribution activities by buying an existing business in another country. (d) Some products can be sold abroad with virtually no changes. (e) Cultural differences can cause negative reactions to products that are advertised improperly.

\*ANSWERS TO SELF-CHECK QUESTIONS 7-9 CAN BE FOUND ON P. XXX.



# Doing the Basics **BEST**—Learn. Evaluate. Apply.

**APPLY.** The following end-of-chapter exercises prepare students to apply both critical- and creative-thinking skills to solve real-world problems.



## Building Your Business Skills

### DEALING WITH VARIABLES

This exercise enhances the following SCANS workplace competencies: demonstrating basic skills, demonstrating thinking skills, exhibiting interpersonal skills, and working with information.

#### Goal

To encourage students to analyze the ways in which various market segmentation variables affect business success.

#### The Situation

You and four partners are thinking of purchasing a heating and air conditioning (H/A/C) dealership that specializes in residential applications priced between \$2,000 and \$40,000. You are now in the process of deciding where that dealership should be located. You are considering four locations: Miami, Florida; Westport, Connecticut; Dallas, Texas; and Spokane, Washington.

#### Method

##### Step 1

Working with your partnership group, do library research to learn how H/A/C makers market residential products. Check for articles in the *Wall Street Journal*, *Business Week*, *Fortune*, and other business publications.

##### Step 2

Continue your research. This time, focus on the specific marketing variables that define each prospective location. Check Census Bureau and Department of Labor data at your library and on the Internet and contact local chambers of commerce (by phone and via the Internet) to learn about the following factors for each location:

## ■ Building Your Business Skills

Created to address SCANS requirements, these exercises allow students to apply both their knowledge and critical-thinking skills to extended problems drawn from realistic business situations. Each exercise begins with a list of goals, a description of the situation, a step-by-step methodology for proceeding, and follow-up questions to help students focus their responses to the challenge.

■ **Mastering Business Essentials CD-ROM Activities** This innovative, cross-functional CD revolves around an e-business called CanGo. Twelve interactive episodes are linked to the appropriate end-of-chapter material in *Business, 7/e*. The format for each episode includes: 1) unique video scenarios; 2) informative and stimulating interactive exercises with follow-up video clips; and 3) additional case and discussion questions. This can be value-packed for **FREE** with the text. To order, use ISBN 0-13-141898-X.



■ **Crafting Your Business Plan Exercises** Chapter-ending exercises apply text material to the task of developing a business plan. The educational version of the best-selling *Business Plan Pro* Software can be packaged with the text for \$10. **The new version of this software allows users to create plans with greater ease and speed.** Based on responses to a series of "yes / no" questions, the EasyPlan Wizard automatically selects the plan outline, reports, charts, and tables. This feature simplifies the plan-creation process and is unique to this business planning software. In addition, *Business Plan Pro* provides numerous sample plans and provides step-by-step examples and instructions for making and assessing plans.

**Business  
PlanPro**



## SUPPLEMENTS

### Study Guide

A *Study Guide for Business, 7th edition* by Ray Polchow at Ohio University, is designed to increase your students' comprehension of the concepts presented in this text. The guide provides chapter-by-chapter explanations and exercises designed to reinforce comprehension of key terms and concepts to promote concept-application skills.

### Instructor's Resource Manual

Written by Sal Veas of Santa Monica College, each chapter of the Instructor's Resource Manual includes:

- A chapter overview
- Description of the changes between the 6th and 7th edition within the chapter
- Brief chapter outline
- Learning Objectives
- An opening class exercise, and a chapter closing project
- Detailed lecture outlines customized for both PowerPoint users and acetate users, featuring traditional lecture notes, as well as discussion points
- Answers to all end-of-chapter questions, problems, and assignments
- A detailed video guide with answers to video exercise questions
- Supplemental cases
- Sample syllabi
- Recommended web sites/additional resources for professors

### ■ **ALL NEW!!!!** Test Item File

An all-new *Test Item File* contains 20 chapters of approximately 200 questions per chapter, all of which have been carefully checked for accuracy and quality. This comprehensive set, written by M. Kathryn Demarest, Carroll Community College, consists of multiple-choice, true/false, short answer, and essay questions. Each test question is ranked based on Bloom's Taxonomy and by level of difficulty (easy, moderate, or difficult) and contains page references to allow the instructor a quick and easy way to balance the level of exams or quizzes. One Quick Quiz (a short 10 question quiz for in-class use to test basic chapter concepts) and One Prepared Exam are also included for each chapter of the test item file.

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# Doing the Basics **BEST**—Learn. Evaluate. Apply.

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## ■ Overhead Transparencies

This extensive set of over 300 full-color overhead transparencies focus on the main points of the chapter and include illustrations and figures from the text. Overhead transparencies come complete with lecture notes, available either in the Instructor's Resource Manual, or on the Instructor's Resource CD-ROM.

## ■ Custom Video Library—as described in the previous section!

## ■ Instructor's Resource CD-ROM

This all-in-one multimedia product is an invaluable asset for professors who prefer to work with electronic files rather than traditional print supplements. This CD-ROM contains the Instructor's Resource Manual, PowerPoints, Test Item File, and Prentice Hall Test Manager.

## ■ Business Plan Pro Software

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- Ethical decisions and behavior, including what can be done to encourage and support ethical actions, such as codes of conduct, ethical training, whistleblower and ombudsman structures, legal and regulatory oversight of auditors and managers, separation of consulting and auditing, and director accountability.
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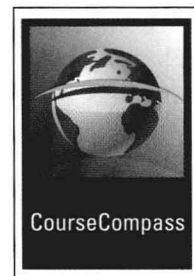
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