



ContemporaryBusiness

2000

Boone & Kurtz

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To the 2.9 million students around the globe who began their business studies using *Contemporary Business* in their classes, making it the most widely used business text in history

and

to the Text and Academic Authors Association, which awarded *Contemporary Business* the first William Holmes McGuffey Award for Excellence and Longevity.

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Dear Fellow Introduction to Business Instructor:

The first course I ever taught was introduction to business. As a neophyte instructor, I found it to be a fascinating, often frustrating, and constantly challenging assignment. Questions were posed from every business discipline, causing me to often respond with, "I don't know the answer to that question, but I'll find out and let you know." It was a memorable experience, one that played an important role in my decision to remain in academia.

In fact, I liked everything about teaching the class except the textbook. It was one of the market leaders at the time, filled with lists and definitions, and appeared to cover the subject of business adequately. What it lacked was the heartbeat of business—its vitality, its ability to solve societal and ethical problems, its importance in determining the standards of living we enjoy, and its choices of meaningful careers in which each student could achieve personal and professional goals and contribute to society. I hoped that one day I would have the opportunity to create a book that would convey this to college students.

Years later I was fortunate enough to form a writing partnership with my talented friend and colleague Dave Kurtz. The result was *Contemporary Business*—a book that vaulted to market leadership within months of its first release and has never wavered from its position as the unquestioned leader in the introduction to business market. At last count, 2.9 million students have begun their academic careers in business using *Contemporary Business* as their text. We are also especially proud that our U.S. and Canadian colleagues who write college textbooks recently honored our text with the McGuffey Award as one of the best business texts written in the second half of the twentieth century.

Dave and I understood and practiced the concept of continuous improvement years before it became a management buzzword. We are convinced that leadership of any industry is accompanied by a commitment to make each new edition better than its predecessor. Rather than resting on the laurels of the success of the current edition, we practice the philosophy embodied in the statement, "First, we will be best. Then we will be first."

I have taught sections of these courses on a regular basis, using the classes as real-life laboratories in which to experiment with new chapter materials, new teaching approaches, and new assignments. Although Dave and I visit dozens of classrooms on college campuses throughout the nation and use market research feedback, check-off questions on mail questionnaires can never replace the immediacy of conducting classroom sessions and receiving feedback firsthand from students and other instructors.

The result of this classroom experimentation, combined with feedback from students and introduction to business professors at numerous other colleges and universities, is *Contemporary Business 2000*. The new edition responds to these requests:

- "We want more applied, 'how-to' practical information in the text—information our students can use immediately."
- "We want more emphasis on entrepreneurship as a viable career alternative for students."
- "We want more coverage of technology—and especially the Internet—as a key ingredient in America's success in the twenty-first century."
- "We want more emphasis on business ethics and social responsibility in the new edition."
- "We want more experiential, hands-on assignments for our students."

As Dave and I will demonstrate in the following pages, we have worked hard to serve our instructor and student customers by addressing these requests. We are confident that you will be delighted with the results.

Sincerely,



Louis E. Boone

Preface

NEW 2000 UPDATE

Throughout the publication history of *Contemporary Business*, currency has been a goal and driving force. But never before has the pace of change in business been so rapid. Innovative use of technology and the Internet, a new spirit of entrepreneurship, the critical importance of relationships with customers, and emphasis on ethics and social responsibility have revolutionized the face of business today. These changes have made it all the more important to offer students and instructors a current business text—more current than the standard three-year revision cycle allowed. The result is *Contemporary Business 2000*. This new edition, containing all new vignettes, new Web sites, and many new boxed features, allows instructors to involve their students in the excitement of today's business world. Here's just a sample of late-breaking events covered in *Contemporary Business 2000*.

- ▼ The ongoing legal battles of Microsoft and the U.S. Department of Justice
- ▼ The comeback of the VW Beetle
- ▼ The cyberspace merger between America Online and Netscape
- ▼ The fallout from the NBA basketball strike
- ▼ The frenzy over the Furby animated toy
- ▼ The successes of Sun Microsystems and its unconventional CEO, Scott McNealy

Contemporary Business 2000 is also offered in a new paperback format, making it more affordable for students. The book's retail price is approximately 35 percent less than the previous edition and well below the price of competing hardcover texts. An instructor's addendum is available on the *Contemporary Business* Web site that describes the differences between the hardcover and paperback.

New for *Contemporary Business 2000* is more Web support. The Dryden Press has partnered with WebCT to assist adopters with Web-based education materials. Framework includes reading assignments, goals, self-quizzes, Web-based activities, and more. Your local Dryden sales representative can provide you with more details.

CONTENT FEATURES

Emphasizing Technology

Contemporary Business 2000 embraces technology, inte-

grating it into every aspect of the text and package, resulting in the most innovative, exciting product on the market.

A high-tech student preface includes a glossary of helpful Internet terms and information on getting online, search engines, private data sources, and the text's personal World Wide Web directory.

In-depth, practical coverage of technology begins early in Chapter 1 and is thoroughly integrated throughout succeeding chapters and in the package components.

The Boone & Kurtz Home Page connects the new-technology theme to the real world. Completely integrated with the text, the Web site plugs students into additional sources of information and teaches them how to use the Internet as a business tool. The site links professors to valuable teaching resources and educational information. A new *Web Instructor's Manual* also helps professors navigate through the site and use it effectively within their courses.

Web addresses are included in each chapter to give students access to additional online information. Each chapter opens with a vignette detailing a success story involving technology. Online addresses are included for the company. "Nothing but Net" end-of-chapter application exercises plug students into the Internet, sharpening student surfing skills.

Part V, "Managing Technology and Information," features a stronger emphasis on high-tech issues. The part now contains two technology chapters—one on businesses' use of technology and the Internet to remain competitive and one on the use of technology to manage information.

Chapter 17, "Using Technology and the Internet to Succeed in Business," gives students practical insight into how to most effectively use the new and emerging technology to get ahead in the business world. It describes how applications of new technologies are important keys in maintaining a competitive edge and taking advantage of global opportunities. Applications of new technologies ranging from e-mail, smart cards, and product design to human resource education and training and continuous improvement are treated here. Likely breakthroughs in new technology are also explored.

The second half of the chapter is devoted to one of the most important current technologies: the Internet. The roles played by the Internet in electronic commerce, research, job searches, and online selling are examined. In addition, the chapter looks at costs and sources of revenue from Web sites, describes the typical Internet user, and examines the problems facing business executives who rely heavily on the Internet in their organizations. Finally, the chapter discusses organizational communications through intranets and their advantages and disadvantages.

Practical applications featured in the chapter include:

- ▼ “Tips for Creating a Successful Web Site”
- ▼ “Navigating the Net”
- ▼ “Choosing the Right Internet Service Provider”

Appendix A, “Your Career in Business,” is tied directly to the *Discovering Your Business Career* CD-ROM, as well as to relevant material on the Boone & Kurtz Web site.

Emphasizing Entrepreneurship as a Career Alternative

Contemporary Business 2000 has an underlying entrepreneurial theme, encouraging students to look at issues from the perspective of business owners. It also corrects the unbalanced emphasis on giant business found in most business texts by analyzing entrepreneurship as an alternative for business students. The text offers practical information to future entrepreneurs, equipping them with facts needed to succeed in business.

Entrepreneurship is introduced within the first pages of the text and then completely integrated throughout. Each chapter contains checklists, questionnaires, and self-scoring exercises, re-emphasizing key chapter concepts and helping students learn about their personal business style and their aptitude for entrepreneurial success. These practical, interactive features help students create a toolbox of information about themselves as future business executives. Most of the opening vignettes focus on entrepreneurs who have successfully applied emerging technologies to business challenges.

Part II, “Starting and Growing Your Business,” gives students practical insight into two of the most critical stages of business ownership: starting and growing a new venture. The section explores strategies for avoiding the high failure rate associated with many new businesses.

Chapter 6, “Starting Your Own Business: The Entrepreneurship Alternative,” is written from a “you” approach, placing students in the role of new entrepreneurs. It is completely integrated with the *Discovering Your Business Career* CD-ROM.

Emphasizing Business Success in the Relationship Era

Chapter 7, “Strategies for Business Success in the Relationship Era,” combines material on business strategy and planning with a major new emphasis on relationships. Features include strategic alliances (in production, finance, human resources, communications/information systems,

marketing, international business), the relationship era in marketing, and roles played by databases.

Emphasizing Ethics and Social Responsibility

Continuing to lead the market in its emphasis on ethics and social responsibility, the new edition introduces the topics even earlier—within the first few pages of Chapter 1 and in Chapter 2, “Achieving Business Success by Demonstrating Ethical Behavior and Social Responsibility.”

Ethical and societal issues are often best understood when various positions are examined through class discussions and assignments. A feature of each chapter is “Solving an Ethical Controversy,” in which students are presented with an experiential activity related to an ethical dilemma. Some of the topics included are:

- ▼ Should Intel Be Baking Your Cookies Online?
- ▼ Should the Public Tolerate Child Labor?
- ▼ Should Whistle-Blowers Get a Share of the Money They Help Recover?
- ▼ Are Big Oil Companies Merging into Dangerous Giants?
- ▼ Should Company Auditors Act as Bean Counters or Gumshoes?
- ▼ Should Hedge Funds Expect to Be Rescued from Their Greed?

Greater Emphasis on the Applied, “How-To” Approach

The most common student suggestion for improving all business textbooks can be summed up as, “Give more real-life information that I can apply.” In *Contemporary Business 2000*, we do just that.

- ▼ The new edition integrates a “how-to” approach in text chapters from chapter titles to new boxes and exercises.
- ▼ End-of-chapter Experiential Exercises and “Nothing but Net” Internet assignments move the student beyond memorization and focus on applications.
- ▼ “Business Tool Kits” placed throughout the text give students “how to” information they can apply immediately.

PEDAGOGY AND TEXT FEATURES

Focus on Essential Concepts

Each chapter includes 10 essential business terms, further emphasizing the most important concepts. Additional business terms are also highlighted in each chapter.

Skill Development Emphasis

SCANS (Secretary's Committee on Acquiring Necessary Skills) features continue to be integrated throughout the text, such as critical-thinking questions that are included at the end of boxed features in every chapter, career development exercises, video cases, Internet-based exercises, and practical tips. These features give students real-world feedback on specific topics.

Business Hall of Fame and Shame Boxes

"Business Hall of Fame" and "Business Hall of Shame" boxes in each chapter detail actual business strategies that scored big as well as those that flopped. Presented in a punchy, eye-grabbing format, these stories give students an inside view of the results of actual business decisions.

Solving an Ethical Controversy

"Solving an Ethical Controversy" boxes in each chapter highlight real-world ethics and diversity issues. These topics are excellent springboards for classroom discussions and debates.

Business Tool Kits

"Business Tool Kits," included in each chapter, equip students with hands-on business insight and information they can apply to their lives immediately. Topics include tips for creating a Web page, choosing software, and creating an electronic resumé.

Business Directory

The student-friendly "Business Directory" defines key terms in a highlighted box on the two-page spread in which they appear.

End-of-Chapter Activities

New end-of-chapter material includes Ten Business Terms You Need to Know, Questions for Critical Thinking, an Experiential Exercise, and Nothing but Net Web exercises.

Continuing Video Case

Hard Candy, the novel nail-polish company that shook up established industry giants, is the subject of the new Continuing Video Case that appears at the end of the text. Separate sections of the case focus on issues related to each section of *Contemporary Business 2000*, implementing new topics as students learn them. The accompanying video is also divided into parts corresponding to the text and the written case.

Custom-Made Modules

Three new four-color, 32-page modules are available separately or packaged with the text at **No Additional Charge**.

Hispanic Americans in Contemporary Business

Reflecting the increasing number of U.S. Hispanic-owned companies as well as burgeoning opportunities with Mexico-based operations, this new module highlights contributions from Hispanic American business owners and executives, features leadership success stories, discusses the impact of NAFTA, and explores demographic, employment trends and career opportunities for Hispanic Americans.

African Americans in Contemporary Business

Mirroring a more diverse marketplace and the increasingly powerful African American segment, this module explores opportunities for African Americans in today's business environment, analyzes employment trends and demographics, features African American business role models and leaders, details entrepreneurial success stories, and spotlights contributions by African Americans as they relate to U.S. business. This module was extensively reviewed by leading African American academic and business leaders.

In-Class Exercises and Technology Module

Tied directly to our increased technology emphasis, this innovative resource features detailed and practical tips for effectively navigating the Internet, includes interactive Web exercises, and focuses on the fast-paced advances in technology and their impact on business in the 21st century. In

addition, this interactive supplement features tips and ideas for cross-functional teaching, as well as additional exercises and cases focusing on issues affecting actual companies, enabling students to apply chapter concepts to hands-on, real-world exercises and experiences.

THE MOST COMPLETE AND INNOVATIVE SUPPORT PACKAGE ON THE MARKET

Boone & Kurtz's *Contemporary Business 2000* continues to lead the market with the most innovative, technologically advanced package and packaging available. Completely integrated with the text, this high-tech resource illustrates key chapter concepts with hands-on, real-world applications for students. For instructors and students, it provides support unrivaled by any package on the market. Along with cutting-edge, new features, the package also includes some of Boone & Kurtz's precedent-setting originals, revised and updated for this new edition.

NEW! Web Instructor's Manual

Created to help instructors integrate the Boone and Kurtz Web site into the course with ease, the *Web Instructor's Manual* includes detailed outlines of the Web site, instructor's teaching notes for company profiles and exercises, and detailed notes on how the instructor can integrate the Web site into the course.

Video Package

The innovative video package for the new edition integrates the book's technology, entrepreneurship, and societal themes. The videos take a problem-resolution approach, with problems and solutions featuring concepts directly from the text chapters. Custom produced for *Contemporary Business*, the videos were created in partnership with successful, well-known companies, giving students a real-world perspective of how business professionals meet the challenges of the new century. Here are some examples of the 21 end-of-chapter videos included in the new edition:

- ▼ Chapter 3, "Economic Challenges Facing Global and Domestic Business"
Video Case: Fossil—Watching the World
This designer and manufacturer of popular fashion watches has offices in both the United States and Hong Kong. The video examines new busi-

ness challenges facing the firm now that Hong Kong has returned to Chinese authority.

- ▼ Chapter 6, "Starting Your Own Business: The Entrepreneurship Alternative"
Video Case: Two Artists or Two Executives? The Story of Two Women Boxing
Linda Finell and Julie Cohn launched this successful venture 14 years ago. Two Women Boxing creates one-of-a-kind handmade boxes, picture frames, and hand-decorated photo albums. In addition to their product lines, the two entrepreneurs are now licensing their designs to such outlets as Neiman Marcus, Silvestry, and Chronicle Books.
- ▼ Chapter 7, "Strategies for Business Success in the Relationship Era"
Video Case: Paradigm Simulation—Reality Bites in the Virtual World
Paradigm has enjoyed a mutually beneficial relationship with Nintendo, creating innovative 3-D software games such as *Pilot Wings*. In addition, Paradigm is now creating games for the Sega Channel and will soon launch its first game on the Internet.
- ▼ Chapter 17, "Using Technology and the Internet to Succeed in Business"
Video Case: A Search Engine Named Yahoo!
This inspiring video details how two young college students turned their hobby—collecting fun sites on the World Wide Web for their friends—into a tremendously successful business. That was April 1994. Today the two founders are multimillionaires, and their business is now a global Internet service.
- ▼ Chapter 18, "Using Technology to Manage Information"
Video Case: Human Genome Sciences
Founded by Harvard genetics guru William Hazeltine and a group of private investors, HGS is engaged in the competitive race to match components of DNA in the scientific quest to identify all of the genes in the human body. The team is striving to identify human genes and their functions. Collected database information will eventually be sold to pharmaceutical companies to help them develop treatments and cures for life-threatening diseases and illnesses.

Continuing Case Supported by Video

The new edition of *Contemporary Business* includes a special continuing video case featuring Hard Candy. Hard Candy, a cosmetics company for Generation Xers, was born when pre-med student Dineh Mohajer began mixing unusual nail polish colors in the bathtub of her apartment and selling them to trendy boutiques on Melrose Avenue. The firm's transition from a sole proprietorship to a full-blown (and highly profitable) global corporation is traced in the memorable video segments. This exciting video can be packaged with each copy of *Contemporary Business 2000*.

The continuing case feature is a new component of this new edition that students won't quickly forget.

Boone & Kurtz Web Site

The Internet Business Connection is located at www.contemporarybusiness.com. This online resource connects professors and students alike with countless business resources. From this site, users can select the home page for any chapter or appendix in the textbook. The individual home pages contain company profiles, exercises, numerous resources associated with chapter topics, links to other sites related to chapter material, interactive simulations for applicable chapters, and much more. For example, the "Reading Room" allows users to access online business magazines such as *Fortune*, *Forbes*, *Money*, and *BusinessWeek*, as well as the business sections of many regional and national newspapers such as *USA Today*, the *New York Times*, and the *Washington Post*. Additional online exercises help students review chapter materials. In addition, instructors are linked to teaching resources, bibliographies of articles related to text material, and ideas on how to use the Internet in class. The *Internet Business Connection* also includes a comprehensive Web page for Appendix A, "Your Career in Business." Students see links to over 30 sites where current business jobs are posted or sites for researching and locating employers. They also receive helpful tips to maximize their job searches, including specific search words or phrases they can use for each of the seven business careers explored in the *Discovering Your Business Career* CD-ROM. For faster browsing and convenience, users can download the *Internet Business Connection* and install it on their computers. It runs in a special Web browser inside the *Discovering Your Business Career* program.

Internet Guide

An *Internet Guide* can be packaged with each copy of *Contemporary Business 2000*. All students can be Internet

savvy with this invaluable guide to the Internet. The handbook's Internet terms and popular Web site addresses—over 160 ranging from the American Stock Exchange to the White House—get students where they want to go on the Internet.

Discovering Your Business Career CD-ROM

This interactive, multimedia program guides students as they explore business career options such as accounting, corporate financial management, information systems, risk management/insurance, retail bank management, sales, and store operations. Offering practical insight, the CD-ROM walks students through the entire career-search process, from assessing their compatibility with different careers and determining the depth of their interest to effectively implementing a job search strategy. The program helps students pinpoint careers of interest based on their answers to questions about their preferences for specific job activities, as well as personal priorities about work environment, compensation, and advancement. For each potential business career, students can view a custom video summarizing what their responses reveal about how well the career suits them and also receive a three- to six-page report detailing how each of their responses on relevant items may or may not indicate a good career match. Students can access comprehensive profiles on a variety of careers, including videos, audios, and extensive text detailing skill requirements, compensation trends, and actual job responsibilities. A list of associations, directories, and other relevant information is also included. This CD-ROM can be packaged with each copy of *Contemporary Business 2000*.

PowerPoint/CD-ROM Media Active Presentation Software

Classroom lectures and discussions come to life with this innovative presentation tool. Extremely instructor friendly and organized by chapter, this program enables instructors to custom design their own multimedia classroom presentations, using overhead transparencies, figures, tables, and graphs from the text, as well as completely new material from outside sources.

Transparency Acetates, Masters, and Teaching Notes

Over 200 full-color overhead transparency acetates are available. The acetates—many of which are new to this edition—illustrate key concepts discussed in the text. Most

are original, but some are copies of key text figures and graphs. Transparency masters highlight actual figures and graphics found in the text. A complete set of teaching notes is included for both the acetates and masters.

Distance-Learning Instructor's Resource System

In a continuing effort to provide the most innovative package system available and to meet the changing needs of this growing marketplace, Boone & Kurtz have provided Web-based materials for instructor's use in distance-learning courses. In addition, a *Distance-Learning Study Guide* is available for students.

Media Instructor's Manual

This separate media manual features easy-to-use guidelines to help instructors incorporate the videos and PowerPoint presentation software into lectures and classroom presentations. It also includes important information for each of the videos, including teaching objectives, a list of chapter concepts illustrated in the video, outlines of the videos, answers to in-text video case questions, and experiential exercises.

Instructor's Resource Manual

Instructors have asked for a more user-friendly resource, and we have delivered the most innovative *IRM* on the market. The *IRM* includes the following helpful sections for each chapter:

- ▼ Changes in this new edition
- ▼ New coverage
- ▼ New terms
- ▼ New features
- ▼ Internet addresses included in each chapter
- ▼ Annotated learning goals
- ▼ Lecture outline
- ▼ Ten business terms you need to know
- ▼ Other important business terms
- ▼ Answers to Business Hall of Fame/Shame critical-thinking questions
- ▼ Answers to review questions
- ▼ Answers to end-of-chapter critical-thinking questions

- ▼ Experiential exercises
- ▼ Teaching notes for Nothing but Net
- ▼ Answers to video case questions
- ▼ Additional teaching resources for chapter
 - experiential exercises
 - supplemental cases
 - guest speaker suggestions

Supplemental Modules

Three separate supplemental modules—Quality, Diversity, and Business Math—provide additional coverage for instructors who want to further emphasize any of these areas.

Assessment Module

This unique module enables instructors to assess student mastery of text concepts. Organized by chapter, it includes chapter learning goals, review questions, essay questions, and unique assessment exercises.

Electronic Instructor's Manual and Study Guide

This innovative instructor resource system includes electronic versions of the *Instructor's Resource Manual* and *Study Guide* on disk.

Test Bank

Double- and triple-checked for accuracy, the revised and updated *Test Bank* includes 3,500-plus questions, more than half of which are new. Questions are keyed to chapter learning goals, text page number, and type of question (knowledge or application). Questions include multiple choice, true/false, and a short essay for each learning goal. Mini-cases with multiple-choice questions and critical-thinking questions emphasize the importance of the concepts presented in each chapter.

Computerized Test Bank

Available in IBM-, Windows-, and Macintosh-compatible formats, the computerized version of the printed *Test Bank* enables instructors to preview and edit test questions, as well as add their own. The tests and answer keys can also be printed in scrambled formats.

RequesTest and Online Testing Service

Dryden Press makes test planning quicker and easier than ever with this program. Instructors can order test masters by question number and criteria over a toll-free telephone number. Test masters will be mailed or faxed within 48 hours. Dryden can provide instructors with software to install their own online testing program, allowing tests to be administered over a network or on individual terminals. This program offers instructors greater flexibility and convenience in grading and storing test results.

Web-Based Stock Market Game

The fastest path to learning is through hands-on application, which is exactly what students gain when they use this interactive new program. Through this Web-based supplement, students create a stock portfolio they manage and manipulate throughout the course.

Computer Simulation

The computerized game *Chopsticks*—created by Professors Eugene J. Calvasina, James Leon Barton, Jr., Ava Honan, Richard Calvasina, and Gerald Calvasina of Auburn University—challenges students to develop and experience the business concepts presented in the text and to utilize frequently used business decision-making tools. The game is accompanied by an *Instructor's Manual* that provides instructions and student worksheets. The simulation game is available on disk for use with IBM and IBM-compatible PCs.

Web-Based Computer Cases Supplement and the B&K Business Disk

These innovative Web-based components are designed to assist instructors who want to include analytical problems as homework assignments or to use such tools as personal computers in the basic business course. The computer cases supplement includes three to five business problems and solutions per chapter, focusing on key concepts. The business disk includes complete programs for the computer cases and the solutions to each case.

Web-Based Portfolio of Business Papers

Available on the Boone & Kurtz Web site, this comprehensive collection of actual business documents helps

students understand the variety of official papers required in a modern business organization. Teaching notes are included.

Study Guide

An invaluable tool for helping students master business concepts, the *Study Guide* includes a brief outline, experiential exercises, a self-quiz, cases, short-answer questions, and crossword puzzles for each chapter. Solutions appear at the end of the guide.

Alternate Study Guide

Answers and solutions are not included with this alternate guide. When required as a part of the course materials, instructors can assign homework from the guide, using it to evaluate how well students are retaining concepts covered in the text.

Computerized Self-Study

A computerized Windows-based study aid for students. Modified Test Questions are organized by chapter and give students the opportunity to test their knowledge of key chapter concepts. Available on a 3½-inch disk or as a downloadable file on the *Contemporary Business* Web site.

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To the Student

Business has gone high tech. And never has there been a more exciting time to study this dynamic field. New technological advances have created an industry of endless opportunities—limited only by business's creativity.

Contemporary Business 2000 is wired for the new high-tech advances, integrating a technology emphasis throughout the text and package. Internet, CD-ROM, multimedia—these are some of the new tools you'll use to learn about traditional and emerging business concepts and issues.

For example, *Contemporary Business* has an especially strong connection to the Internet, including its own student-friendly site on the World Wide Web. The Internet offers countless exciting opportunities for businesses. With Boone & Kurtz, you'll learn firsthand what an effective business tool this—and other high-tech applications—can be, as well as experience the intricacies of effectively navigating the Information Superhighway.

The Internet is literally the application of all business principles:

1. The Internet is all about advertising—from advertising goods and services to creating an image through the home page.
2. Many companies gather data over the Net—practical information about competitors, suppliers, and customers. Many firms include questionnaires on the Web for data gathering.
3. Companies can test-market new ideas or product and service enhancements over the Net.
4. Home pages often include e-mail addresses or links, offering another avenue for helpful information.
5. Legal issues are reviewed on the Web. Issues such as product liability or the Communications Decency Act may be investigated. Instructions are also offered for reporting consumer complaints to various agencies.
6. The Web opens the door to international companies or governments. It is especially insightful to investigate legal issues regarding business in other countries.
7. Many special-interest groups have home pages. Ethical and environmental issues, for example, are frequently reviewed.
8. The Web is a unique channel for distributing goods, services, and information.
9. Direct access to producers by consumers may significantly change the nature of selling.
10. The Internet may be used for job searches. Many companies post job openings on their home pages. Several online job search services are also available.

As you can see, the applications are endless. And *Contemporary Business* is your direct link to business innovation. Visit the Boone & Kurtz *Contemporary Business* Web site at www.contemporarybusiness.com

STUDENT GLOSSARY OF HELPFUL INTERNET TERMS

Bookmark. A browser feature that places selected URLs in a file for quick access.

FTP (file transfer protocol). A tool for transferring files between computers on the Internet, often used to transfer large files of statistics, scientific experiments, and full-text articles.

Gopher. A text-based Internet search engine developed by the University of Minnesota that provides subject access to files on the Internet through menus.

Home page. The first hypertext document displayed on a Web server. A home page is often a menu page with information about the developer and links to other sites.

HTML (hypertext markup language). Code in which World Wide Web documents are written and presented.

HTTP (hypertext transfer protocol). The protocol used by the Web to transfer hypertext documents.

Hypertext. Documents that contain links to other documents, allowing the user to jump from one document to another.

URL (uniform resource locator). Web address that gives the exact location of an Internet resource.

Usenet. A group of systems that enable users to exchange discussion on specific topics through news groups.

World Wide Web (WWW). A hypertext-based system for finding and accessing Internet resources.

HOW TO GET ONLINE

Learning to use the basic tools will make surfing the Net more profitable and enjoyable for you. Each site has an address, which is referred to as a URL, or uniform resource locator. Using a URL is a fast way to get to a site. Setting a bookmark makes getting to a useful site at a later time even faster. If you do not know a specific URL, you can use any of the various search engines (for example, Yahoo!, Infoseek) to conduct a search.

YOUR PERSONAL WORLD WIDE WEB DIRECTORY

Contemporary Business provides students with an in-text World Wide Web directory. Online addresses are included in the textbook for companies and organizations highlighted in extended-text examples, boxed features, opening vignettes, and photo illustrations. Company Web addresses are also listed alphabetically inside the front and back cover pages of the text.

For additional resources, you can reach the Boone & Kurtz *Contemporary Business 2000* home page at www.contemporarybusiness.com

Because the Internet is a constantly changing network of networks, no subject list is ever complete. Each day addresses change, new sites are added, and old sites disappear without warning. Following is a list of search engines and private data sources that provide links to numerous other sites relating to business and businesses themselves.

SEARCH ENGINES

If you don't know the URL for a site, you can use various search engines to perform a keyword search by developer or subject name. As with everything on the Internet, these search tools change daily, and new features are constantly added. The following search engines can help track down online information on a variety of topics:

Search.com (<http://search.cnet.com/>). This site gives access to more than 300 specialized indexes and search engines.

Metacrawler (<http://www.go2net.com/>). This tool submits your query to nine of the top search engines at once.

Altavista (<http://www.altavista.com/>). This service provides one of the largest search indexes on the Web.

Infoseek Guide (<http://infoseek.go.com/>). This search index includes millions of listings.

Yahoo! (<http://www.yahoo.com/>). This useful search index divides reference sites into logical groups.

GOVERNMENT DATA SOURCES

U.S. Census Bureau (<http://www.census.gov/>). This site provides free access to many census data reports and tables, including international census data from many countries.

U.S. Bureau of Economic Analysis (<http://www.bea.doc.gov/>). This site provides national and regional economic information, including gross domestic product by industry.

U.S. Bureau of Labor Statistics (<http://stats.bls.gov/>). This site gives access to the BLS survey of consumer expenditures, a report on how U.S. consumers spend their money.

Department of Commerce/STAT-USA (<http://www.stat-usa.gov/>). This subscription-based site provides access to hundreds of government-sponsored business research studies and other statistical information.

FedWorld (<http://www.fedworld.gov/>). This site provides a central access point for locating government information. If you need data from the government but don't know where to find it, start here.

PRIVATE DATA SOURCES

Knight-Ridder Information (<http://www.dialog.com/>). This extensive database provides access to thousands of business research reports, industry and competitor information, and trade publications. Although it proves itself an excellent source for secondary data of all types, a typical search can be expensive. Knowledge Index, available on CompuServe, provides access to many of the Dialog databases for an hourly fee.

Lexis-Nexis (<http://www.lexis-nexis.com/>). This is another extensive—and expensive—database of directories, trade publications, and legal information.

HOW TO CITE INTERNET SITES

If you plan to use the information you have retrieved from the Internet in a research paper or in homework assignments, you need to know how to cite the information correctly. Although formats are still being developed for the various types of electronic documents, new editions of most of the accepted style manuals have a section on citing electronic resources, including the Internet.

The University of Michigan's Internet Public Library has a list with links to recommend electronic information citation guides such as

<http://www.uvm.edu/~ncrane/estyles>,

which offers citation formats based on the forthcoming book by Li & Crane, *Electronic Styles: An Expanded Guide to Citing Information*, according to the Modern Language Association styles.

DISCOVERING YOUR BUSINESS CAREER CD-ROM

Included free with each new copy of *Contemporary Business 2000* by The Dryden Press is a CD-ROM titled *Discovering Your Business Career*. It contains three programs, each of which may be used in conjunction with your course: *Discovering Your Business Career*, *Career Design*, and *The Internet Business Connection*. Detailed instructions for these programs are included at the end of each part in the text.