BUSINESS ESSENTIALS

Custom Edition

Ronald J. Ebert and Ricky W. Griffin

aiu Online

AMERICAN
InterContinental
UNIVERSITY

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## From the Authors Ron Ebert and Ricky Griffin

As we sat down to prepare the final touches to this revision, we both kept seeing TV appearances of prominent leaders who were encouraging U.S. citizens to carry on with every-day activities—at leisure and at work—in response to the recent turmoil and state of our nation. Are we up to the challenge of finding the "calm within the storm"? History tells us so! Along with millions of individuals, the world's best-known businesses find themselves reeling amidst the dramatic events that are re-shaping the ways we live, work, and prepare for the future. Amidst all these changes, businesses continue to fuel our economy, and their significant role in our society and throughout the world has never been more evident. The foremost business dilemma is how to provide some sort of stability— for employees, owners, suppliers, and consumers—while steering through new uncharted paths. The answer lies in businesses maintaining an adaptive organizational culture, one that expects change as a way of life and builds processes for change into its business strategy. More than ever before, leading businesses have learned how to anticipate new developments and how to respond quickly and creatively.

Therefore, for our introductory business students, there is great value to be gained from understanding how business, government, and citizens, together, influence the ways that business is conducted in different societies. Students need to gain a fundamental working knowledge about every aspect of business and the environment in which business prospers. And make no mistake about it: We have prosperity despite occasional, sometimes even violent, disruptions. Through it all, businesses continue to adapt; the rules of the game are constantly changing throughout the business environment and across the range of business practices. Even aside from the recent violence and tragedies, 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 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 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 Essentials* for its fourth edition, we had to capture the flavor and convey the excitement of the new economy in all of its rapidly evolving practices.

Ron Ebert
Ricky Griffin
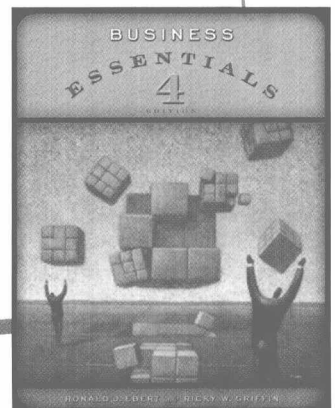
One way a textbook, or any successful product, succeeds in the long term is by close reevaluation on a regular basis and attention to market feedback. Based upon our market observations and your suggestions, we've streamlined *Business Essentials* to 15 chapters, organized into 6 parts, plus 2 appendixes. This streamlined organization should make the material even more manageable for both semester and quarter courses. The strengths that have made it the market best-seller continue:

Cutting edge

Current

Succinct

Price sensitive

What's new ...

New! IT'S A WIRED WORLD

In each chapter, boxes titled **"It's a Wired World"** offer brief real-world examples of steps established businesses are taking to keep pace with both new and old competitors in the e-business environment.

IT'S A WIRED WORLD
"These Two Companies Are a Natural Fit"

Even a high-tech giant can't be an expert in every new development in the digital world. Consider, for example, America Online <www.aol.com> (including its CompuServ service <www.compuserve.com>— America's largest online Internet service provider) with 22 million subscribers. AOL's customers have Internet access through traditional phone lines. But AOL is thinking about ways to give them even faster Internet service by means of high-speed cable lines. Traditional phone lines are slower than cables in connecting to the Net. They're also slower in downloading information and slower in reading graphics files.

AOL already knows that if it's going to stay competitive in the home Internet market, it will need to offer customers faster Internet connection capability, but they haven't yet exploited their cable technology in the Internet market.

Now consider the situation at Time Warner Inc. <www.timewarner.com/corp>—a cable service provider that also happens to be the world's top media and entertainment company. Time Warner Inc. wants to harness the power of the Internet, which it sees as the future avenue for distributing its entertainment products. Unfortunately, Time Warner can't deliver magazines like *Time, People,* and *Sports Illustrated* without Internet technology. Nor can Time Warner deliver movies and music for downloading. Time Warner's problem, then, was how to get digital when it wasn't skilled at the technology. Ultimately, doing things internally turned out to be too corporate merger valued at $166 billion—the largest ever. The new firm, AOL Time Warner Inc., gains the advantages of each partner's technological expertise and resources. AOL, of course, has Internet expertise. It also has 22 million customers who can purchase and download Time Warner's entertainment products from the Internet. Meanwhile, Time Warner brings not only 13 million cable TV subscribers to the merger but also expertise in the high-speed cable lines that AOL needs for faster Internet services. This large base of cable-ready households will be a big boost for AOL because only 6 percent of Web users currently have the high-speed (cable-modem) access that can be up to 100 times faster than modems on traditional phone lines (which are

WEB Connection

Because "a one-size-fits-all vitamin can't supply you with optimal nutrition," Acumins will customize the precise blend of vitamins, minerals, and herbs that each customer wants. To find out how the process works—and how the Net is essential to businesses in the world of mass-customization—log on to the Acumins Web site. Go to **www.prenhall.com/ebert** for questions.

www.acumins.com

New! WEB Connection

Each chapter contains a new feature called **"WEB Connection"** that relates the Internet to the chapter's topics. The WEB Connection includes a real company's URL, screen shot, description of the company's mission, and an Action Challenge posted on the companion Web site for the book.

New! Exercising Your Ethics.

To bring ethics to the forefront, we've introduced a new end-of-chapter feature, "**Exercising Your Ethics,**" to motivate students to resolve an ethical situation. Each dilemma includes a description of the situation and then concludes with student questions that focus on how to approach and resolve an ethical challenge.

New! Video Cases and Exercises.

The fourth edition of *Business Essentials* includes a brand new video library.

Each chapter now concludes with an engaging video exercise that puts chapter concepts into a dramatic real-business context. Each video exercise asks students to analyze an interesting real company and includes discussion questions and assignment material.

VIDEO EXERCISE

Space Age IT at Boeing

Learning Objectives

The purpose of this video exercise is to help you:
1. Understand why businesses must manage information
2. Understand the role of information systems within an organization
3. Recognize the ways in which information systems contribute to efficiency and productivity

BACKGROUND INFORMATION
The world's leading manufacturer of commercial communications satellites, Boeing Satellite Systems <www.boeing.com/satellite> is a wholly owned subsidiary of The Boeing Co. <www.boeing.com> with customers in 14 countries. It has sent more than 180 spacecraft into orbit and employees more than 8,000 people, each of whom works with a personal computer or laptop. The company's information system (IS) integrates data from all departments, including sales, finance, engineering, manufacturing, legal, human resources, and so on.

THE VIDEO
Vice President and Chief Information Officer (CIO) K. S. Radhakrishnan discusses not only the role of information systems in the organization, but also some

tighter thanks to e-commerce and new applications of IT.

QUESTIONS FOR DISCUSSION
1. What role does information systems play in the Boeing Satellite Systems division?
2. What do you think are some of the advantages of automatic data entry and integration? List as many as you can think of.
3. What are some ways in which IT affects productivity and efficiency? List as many as you can.

FOLLOW-UP ASSIGNMENT
The only competitor with Boeing's the aircraft division is Airbus <www.airbus.com>. Log on to the career opportunities section of the Airbus Website and try to locate open positions in information management, information systems, or information technology. What are the requirements for these jobs? The responsibilities? What specific tasks will employees need to perform in these positions?

FOR FURTHER EXPLORATION
Visit The Boeing Co. home page at <www.boeing.com> and use the Internet to explore a divisions other than Boeing Satellite Systems. What appear to be the information needs of this division? What IT applications might be useful to its managers? Its employees? Do you think that this division's IS might need to connect with that of any other Boeing divisions? Which ones, and why?

Hallmark Strengths!

Fully Updated!

New! Two Part Case Vignettes.

To engage students in real-life business situations, each chapter opens with a compelling vignette describing how an individual or organization has responded to an opportunity or challenge.

Part V

CHAPTER 12

Managing Information Systems and Electronic

After Reading This Chapter, You Should Be Able To:

1. Explain why businesses must manage *information* and show how computer systems and communication technologies have revolutionized *information management*.

2. Identify and briefly describe three elements of *data communication networks*—the Internet, the World Wide Web, and intranets.

3. Describe five *new options for organizational design* that have emerged from the rapid growth of information technologies.

4. Discuss different information-system *application programs* that are available for users at various organizational levels.

5. Briefly describe the content and role of a *database* and the purpose of *database software* for information systems.

"Life, The Universe, and Everything"

Why does a boss want information on such varied topics as the anatomy of dragonflies, juvenile crime, and Japanese irises instead of just standard reports on department budgets and sales figures? And if gathering these eclectic tidbits is high on the agenda, how does a firm use its "knowledge workers" to build a networked information system for getting it? Consider the information system at Highsmith, Inc.

Continued from page 307

Researching with a Purpose

On Duncan Highsmith's organizational chart, the library is listed on the same level as the firm's other important functions, including marketing, human resources, and accounting. As part of the information system, it adds the power of the Internet to human judgment. It also directs information toward the people who can use it and get results with it, and it's readily available and affordable.

The strength of the system is its knowledge-management tool: Lisa Guedea Carreño. Although Guedea Carreño relies on the Internet, she also realizes that as an information source it isn't necessarily all that it's cracked up to be. It's full of hype and promises, and it's unfamiliar territory to new users. Web-search services—Internet search directories

opportunities for companies. He encourages a employees are focused only on internal operations, they won't see the bigger picture, so he encourages a more eclectic approach of information gathering from a broad range of sources. New cultural trends and political forces eventually change the way a society thinks and lives, and Highsmith doesn't want to get caught short when they do: He wants to foresee changes that can reshape the social environment, and he wants to be prepared in advance rather than forced to react after the fact. Clues might emerge from unexpected and seemingly unrelated sources ranging from

Some Web services report information only for sites that pay to be listed and ignore others. Even among those that report on a huge number of companies, some may give preferential treatment—that is, more favorable reports—to business partners.

To help internal Highsmith users, Guedea Carreño has thus devised her own rules of thumb for navigating the Net efficiently, sorting through Web sites to discard the bad and retain the useful. Through experience, she's compiled a checklist and some questions. Here's a sample:

- *Quality control.* A quick rule is watch for typos. If it's typed sloppily, the site's content is also probably of questionable quality.
- *Timeliness.* Is the information current? Does the site tell you when it was updated? If not, chances are it's old information (and thus not information at all).

The story continues . . .

The story is then revisited at the end of the chapter, where it concludes with more information and

follow-up questions tailored to help students analyze the case, either on their own or in class as a group activity. All vignettes have all been fully updated to keep current.

End-of Chapter Activities

Fully Updated!

Exploring the Web Exercises.

In these exercises, students are directed to the Internet and given hands-on activities designed to enhance their understanding of important chapter topics.

Building Your Business Skills.

These popular end-of-chapter exercises consist of activities that allow students to apply their knowledge and critical thinking skills to an extended problem drawn from a wide range of realistic business experiences. Each of these exercises has been specifically designed to satisfy the general criteria laid out in the Secretary of Labor's Commission of Achieving Necessary Skills (SCANS) requirements.

BUILDING YOUR BUSINESS SKILLS

The Art and Science of Point-and-Click Research

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

GOAL
To introduce students to World Wide Web search sites.

BACKGROUND
In a recent survey of nearly 2,000 Web users, two-thirds stated that they used the Web to obtain work-related information. With an estimated 320 million

CRAFTING YOUR BUSINESS PLAN

Business PlanPro

Getting Wired into Better Information

THE PURPOSE OF THE ASSIGNMENT
1. To familiarize students with issues involving information systems that a sample firm faces in developing its business plan, in the framework of *Business PlanPro (BPP)* (Version 4.0).
2. To demonstrate how communications technologies, the Internet, and database considerations can be integrated as components in the *BPP* planning environment.

FOLLOW-UP ASSIGNMENT
After reading Chapter 12 in the textbook, open the *BPP* software and look around for information about plans for computer and communications technologies as they apply to a sample firm: Travel Agency (*Adventure Travel International*). *Begin first by looking at ATI's Plan Outline, 1.0 Executive Summary, to get acquainted with the firm. Then respond to the following questions:*
1. How have the Internet and related communications technologies changed the travel agency industry? [Sites to see in *BPP* (for this question): In the Plan Outline screen, click in turn on each of the following: **3.2 Competitive Comparison** and

Crafting Your Business Plan Exercises.

These chapter-ending exercises have been streamlined to make it easier for students to grasp and complete quickly. Students examine sample plans from a variety of businesses using the Windows-based *Business Plan Pro* 4.0 software. Students and instructors can also take the exercises further if they choose because this powerful educational version also allows students to begin creating their own professional business plans with step-by-step instructions. Version 4.0 allows planners to publish plans to a protected Internet site, where students can access all or part of posted plans. The educational version of the best-selling *Business PlanPro* Software can be packaged with the text for a nominal additional cost of $10.00.

Contemporary Themes Integrated

Greater Attention on Business-to-Business Relationships.

Although many students and observers of business are familiar with business-to-consumer transactions, they are less aware of the enormous world of business-to-business commerce. To give students more awareness, we have presented examples that reveal the economic significance of B2B relationships throughout the fourth edition. *Here are a few examples...*

- *In Chapter 1* the box entitled "Electronic B2B in Auto Industry" provides a great illustration on B2B transactions and relationships among companies.
- *In Chapter 4* in the section entitled "Importance to Big Business," we describe how small businesses buy from and sell to big businesses, a good example of B2B transactions.
- *In Chapter 7* the section entitled "Supply Chain Management" describes Dell computer's supply chain and how Dell links its activities to those of its suppliers and shippers.

Successes and Failures with E-business.

The enormous number of online startups, as well as the entry into e-commerce of traditional brick-and-mortar firms, continue to have a profound impact on consumers and the worldwide economy. Each chapter includes *"It's a Wired World"* boxes that show examples of a success or failure on some firm's e-business experience. Plus, throughout the book we discuss requirements the e-business model imposes on employees, workplace behavior, marketing, organizational design, suppliers, and customers. *Here are a few examples...*

- *In Chapter 9,* see "Companies Put Web to Work as Recruiter": It shows how several organizations (e.g., DVCi Technologies, U.S. Army, Andersen Consulting) use the Internet for recruiting.
- *In Chapter 10,* the box entitled "Better Health Through Cyberspace Demographics" shows how Network Health Systems uses online data gathering and data warehousing to help other businesses better manage the health care risks for their employees.
- *In Chapter 15,* the box entitled "Opening the Portals to Cross-Border Trading" reveals how European stock markets (e.g., Frankfurt, Germany) are using e-technology that allows cross-border stock trading that was not previously feasible.

Supply Chain Management.

Supply chains have become a prominent business resource for improving customer service and for increasing the added value as materials move from initial sources to final destinations. *Chapter 7, "Managing Operations and Improving Quality,"* addresses supply chain strategy and explains how supply chain management gets better results for chain members and end consumers.

Growth of International Business.

Many businesspeople and observers of the business world see globalization of the economy as the great challenge for this new century. To keep students aware of this challenge, we have based many of the examples, vignettes, and assignments in this book on the experiences of global companies. *Chapter 2, "Understanding the Global Context of Business,"* provides full coverage of this important topic.

Throughout the Text

Here are a few examples...

- *In Chapter 5,* the section entitled "Setting Strategic Goals" describes strategic goal setting by Volkswagen's CEO for global performance in European and U.S. markets.
- *In Chapter 10,* the section entitled "The International Marketing Mix" discusses international variations for product, pricing, promotion, and distribution decisions.
- *In Chapter 14,* the section entitled "The International Payments Process" illustrates the steps in the international flow of funds with an example of payments and transactions for business exchanges between a Greek firm and a U.S. firm.

Significance of Entrepreneurship and Small Business.

We recognize that many students will not go to work for large corporations; we have provided balanced coverage of both small and large companies throughout the text. *Chapter 4, "Understanding Entrepreneurship and Small Business,"* is comprehensive. In addition, examples throughout the book deal with small businesses and entrepreneurial actions, and many chapters contain sections that apply specific practices and issues to the special concerns of small business.

Here are a few examples...

- *In Chapter 1,* the section entitled "Entrepreneurs" discusses James Kimsey and the start-up of AOL, followed by its evolution into a large firm.
- *In Chapter 3,* the opening vignette for the chapter presents the evolution of Patagonia from its beginnings as a small business.
- *In Chapter 10,* the section "Small Business and the Marketing Mix" discusses small-business variations for decisions on products, pricing, promotion, and distribution.

Need to Manage Information and Communication Technology.

In our information-based society, the people and organizations who learn how to obtain and use information will succeed. The explosive growth of information systems stems from fast-paced emergence of communications technologies that provide instant and wireless linkages among people and organizations. We cover this important topic in detail in *Chapter 12, "Managing Information Systems and Electronic Commerce."*

Role of Ethics and Social Responsibility.

Because business ethics and social responsibility have been generating much discussion in recent years, we devote a full chapter to this topic, *Chapter 3, "Conducting Business Ethically and Responsibly."* We also treat issues of business ethics and social responsibility in our examples and cases. For further insights we have included at the end of each chapter a new feature called *"Exercising Your Ethics,"* which challenges students to resolve an ethical dilemma relating directly to the topics discussed in the chapter.

Companion Web Site for

Students and Faculty!

www.prenhall.com/ebert

The Companion Web site is a fully customizable environment that ties students and faculty to text-specific resources. This powerful Prentice Hall Web site offers chapter-specific current events, Internet exercises, and downloadable supplements. The site also includes an online study guide containing true/false, multiple-choice, and essay questions.
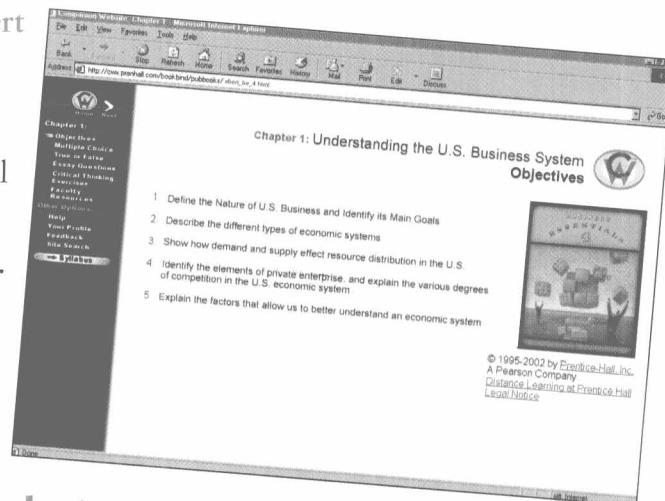
Interested in an online stock market game to liven up your course?

Visit our Companion Web site for a link to **fantasystockmarket.com** to introduce your students to the challenging world of personal investing. Available on the instructor's side of the site is a concisely written stock market game integration guide to ease your use of this real-world learning tool.

Special Features:

- **Individual homepages for students and faculty.** These pages provide easy, one-click navigation to our vast, dynamic database of online teaching and learning resources. Faculty and students can organize the online resources for all of their classes on this single, customizable homepage.

- **A powerful new point-and-click syllabus creation tool** that faculty can use for each course and section they teach. Additionally, faculty can annotate and link each resource on the Companion Web site to their syllabi. **Faculty can even upload their own personal resources to our site** and have these resources available to their students via their personalized syllabus.

- **Faculty can post messages set to appear automatically on every student homepage for any length of time.**

Online Course Resources

The continuous evolution of online course materials at Prentice Hall has taken us from providing a course management shell to offering robust material that could be incorporated into that shell. Now we are raising the bar again by offering a **prebuilt** online course that can be used as is or tailored to your specific needs.

This **Special Online Course for *Business Essentials,* 4e** provides a wealth of material to enhance the student experience and is available in the Blackboard, CourseCompass, and WebCT platform.
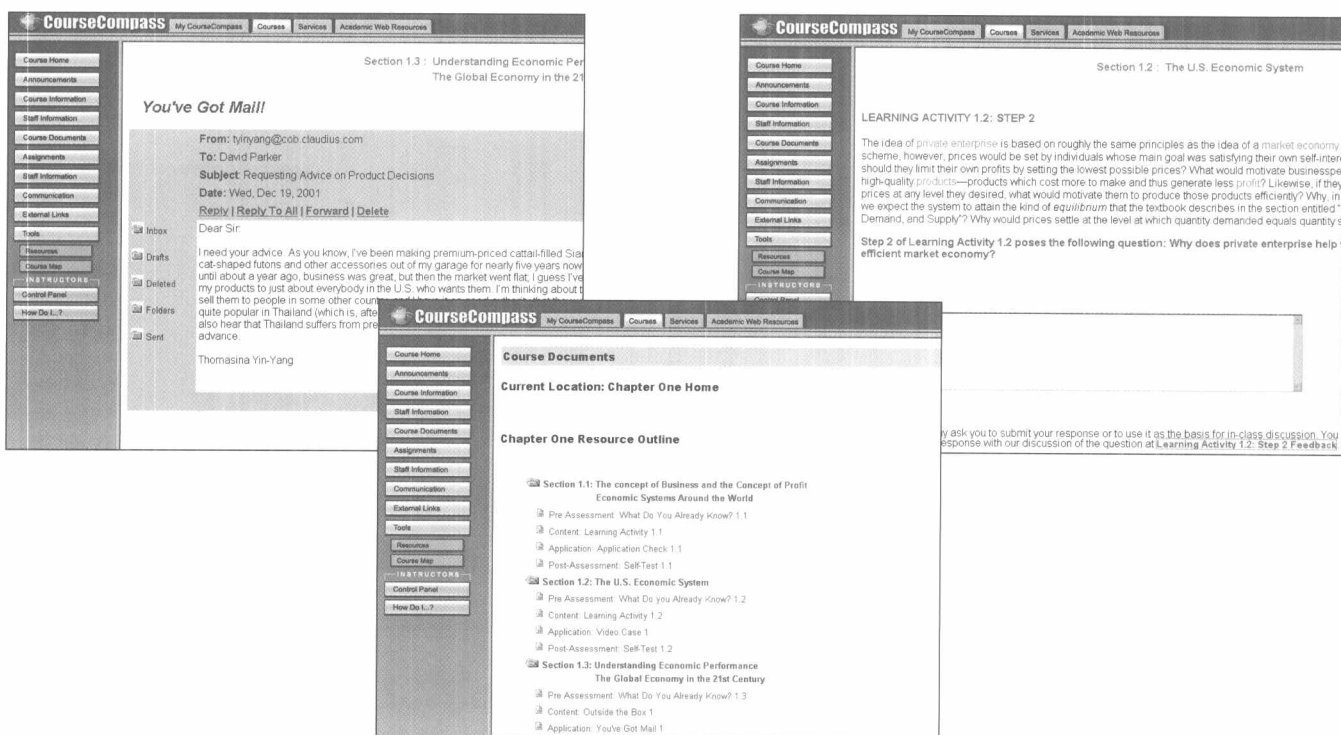
It includes the following:

- Each chapter is divided into **Lessons,** which explain important chapter concepts and expand definition of key terms.

- Each lesson begins with a **prereadiness assessment quiz**.

- **Learning Activities** follow and take the information presented in the chapter and use it to give students an experiential understanding of the concepts.

- In each lesson, students will complete an **application** — either a **"You Have Mail"** or an **"Out of the Box"** exercise. The **"You Have Mail"** exercises ask students to use what they have just learned to answer a question posed by a fictional supervisor, coworker or client. The **"Out of the Box"** exercises allow students to defend opinions and invent creative solutions to practical problems.

- Lastly, students will complete a **post-assessment** quiz to examine proficiency.

An Unparalleled

Supplements Package

The instructional resource package accompanying this text is specially designed to simplify the task of teaching and learning. Several new and exciting items have been added.

## *All New!* Instructor's Resource Manual

This all-new, comprehensive manual contains time-saving resources to making prepping this course a snap. Each chapter contains:

- brief chapter outline and chapter summaries
- changes to the new edition
- detailed lecture outlines and notes customized for both PowerPoint users and acetate users
- sample syllabi
- pop quizzes for every chapter
- answers to all end-of-chapter questions, problems, and assignments
- a detailed *Video Guide* with answers to video exercise questions
- suggested classroom exercises and classroom projects, and supplemental cases
- useful Web sites
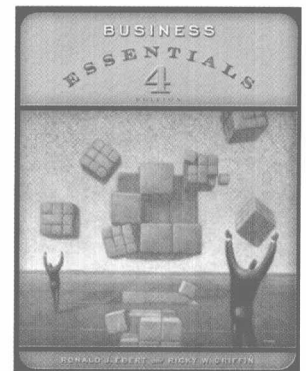
All New! Test Item File

This new **two-volume** *Test Item File* contains **approximately 4,000 questions,** all of which have been carefully checked for accuracy and quality. This comprehensive set consists of multiple-choice, true/false, and essay questions. Each test question is ranked by level of difficulty (easy, moderate, or difficult) and contains section and learning objective references to allow the instructor a quick and easy way to balance the level of exams or quizzes. In addition, we have a special section that contains test questions for all boxed features and vignettes in each chapter. The *Test Item File* reinforces students' understanding of key terms and concepts and requires them to apply their critical-thinking and analytical skills. In addition, this test item features two pre-created sample tests for every part plus a mid-term and final exam for immediate use or distribution — an arrangement that provides both maximum flexibility and ease of use.
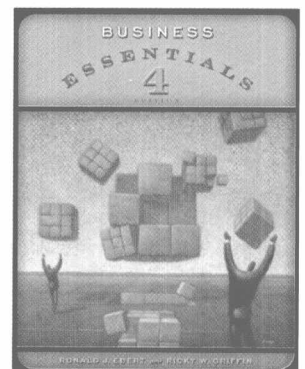
All New! Prentice Hall's *Computerized Test Manager* 4.2— ESATEST 2000 (Windows Version)

Our user-friendly software allows you to generate error-free tests quickly and easily by previewing questions individually on the screen and then selecting randomly by query or by number. The *Computerized Test Manager* allows you to generate random tests with our extensive bank of questions. You can also edit our questions/answers and even add some of your own. You can create an exam, administer it traditionally or online, and analyze your success with the simple click of the mouse. The newest version of our *Computerized Test Manager*, *ESATEST 2000,* has been improved to provide users with a vast array of new options.

All New! Telephone Test Preparation

For those instructors who prefer not to use the *Computerized Test Item File*, Prentice Hall provides a special 800 call-in service for ease of use. All you need to do is call the **800 Testing Help Desk** to have a customized test created. The test can then be delivered by e-mail, U.S. mail, or overnight carrier.

All New! Color Acetate Transparency Program

A set of color transparency acetates, available to instructors on request, highlights text concepts and supplies additional facts and information to help bring concepts alive in the classroom and enhance the classroom experience. All are keyed to the *Instructor's Resource Manual.*

All New! Videos

A set of 15 specially selected videos (one for each chapter) is available to adopters.

1. Factors to Consider: Lands' End
2. Entering the Global Marketplace: Lands' End and Yahoo!
3. Catering to Serious Users: Patagonia
4. Doing Business Privately: Amy's Ice Creams
5. The Management Picture: Quick Takes Video I
6. The Management Picture: Quick Takes Video II
7. Channeling Resources: Regal Marine
8. Learning to Motivate: Student Advantage
9. Channeling Human Resources: Showtime
10. Niche Noshing: Terra Chips
11. Promoting White Moustaches: The "Got Milk?" Campaign
12. Space Age IT at Boeing
13. Accounting for a Few Billion Sold: McDonald's
14. The World's Lenders: The World Bank and the IMF
15. Information Pays Off: Anatomy of a Stock Trade

All New! **PowerPoint Presentation**

Enhance your classroom presentations with this well-developed PowerPoint presentation set. **More than 500 text-specific PowerPoints** highlight fundamental concepts by integrating key graphs, figures, and illustrations from the text. PowerPoint slides come **complete with lecture notes**, which are available in the *Instructor's Resource Manual* or on the *Instructor's Resource CD*. Free to adopters, PowerPoints are available on CD or can be downloaded from the Instructor's Resource Web site at **www.prenhall.com/ebert**.

New Version! **Business PlanPro Software and Exercises**   **Business PlanPro**

Business PlanPro 4.0 (BPP) software provides students with a step-by-step approach to creating a comprehensive business plan. Preformatted report templates, charts, and tables do the mechanics so students can focus on the thinking. *Business PlanPro* software can be packaged with the textbook for a nominal fee of $10.

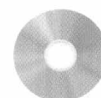*All New!* **Mastering Business Essentials CD**

Mastering Business Essentials is the first fully integrated CD-ROM that uses video-enhanced interactive exercises that are truly cross-functional. The CD revolves around the e-business CanGo, an online entertainment company that is faced with real-world, on-the-job predicaments. The twelve interactive episodes are presented on the last page and inside back cover linking the appropriate chapters with the matching episodes. *The format for each episode includes:*

(1) unique video scenarios that set up each episode
(2) informative and stimulating interactive exercises with follow-up video clips
(3) additional case and discussion questions.

The **Mastering Business Essentials CD** can be shrink-wrapped with this text for FREE!
The following topics are covered:

The Goal of the Firm and Social Responsibility	Leadership
The Economic Way of Thinking	Marketing Concepts/Strategy
Ethical Issues	Understanding Consumer Behavior
Concepts of Strategic Management	Strategy and Operations
Working in Groups and Teams	Managerial Accounting and Cost Behavior
Work Motivation	Raising Capital

All New! E-Business and E-Commerce Supplement

In the new world of business, you'll run into e-commerce no matter what direction you turn. Take your students behind the scenes to explore the dynamic world of e-business with this new value-pack supplement. This unique print supplement provides an overview of the basic concepts of e-business and e-commerce, an introduction to popular search sites, a wide range of business-related sites and addresses, and an up-to-the minute look at online job searches and career sites. The Web component of this supplement provides updated coverage of the latest trends, challenges, and hot concepts in e-commerce, plus additional interactive exercises. Go to **www.prenhall.com/ebiz**. This great supplement can be value-packaged with the text for FREE!

All New! Financial Times Offer   **FINANCIAL TIMES** World business newspaper.

We are pleased to announce our new partnership with the *Financial Times* to offer a 15-week print subscription for $10 with our this text. The Prentice Hall textbook + subscription package will contain a 16-page, full-color *Financial Times* Student Guide, shrink-wrapped with the text-book. Bound inside the Student Guide will be a postcard that entitles the student to claim a pre-paid 15-week subscription. The student mails in the reply card and the subscription should begin in 5 to 7 business days.

Study Guide

A Student Study Guide reinforces key concepts and tests student comprehension. For each chapter the following items are included: learning objectives, questions (true/false, multiple-choice, short-answer, essay, and critical-thinking), instructional games matching terms and definitions, word scramble, and a brain teaser to reinforce study skills and provide core study tips.

Beginning Your Career Search, 2nd edition

This concise book by James S. O'Rourke IV offers some straightforward, practical advice on how to write a résumé, where and how to find company information, how to conduct oneself during an interview, marketing yourself online, and tips on the interview process. Included in the book are copies of sample introductory, cover, follow-up, and thank-you letters. This book can be value-packed with the text at no additional cost.

Acknowledgments

Although two names appear on the cover of the book, we could never have completed the fourth edition without the assistance of many fine individuals. Everyone who worked on the book was committed to making it the best that it could be. Quality and closeness to the customer are things that we read a lot about today. Both we and the people who worked with us took these concepts to heart in this book and made quality our watchword by listening to our users and trying to provide what they want.

First, we would like to thank all the professionals who took time from their busy schedules to review materials for *Business Essentials*:

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John Gubbay
Moraine Valley Community College

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Robert Markus
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William E. Matthews
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Midwestern State University

Thomas J. Morrisey
Buffalo State College

William Morrison
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David William Murphy
Madisonville Community College

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Joseph R. Novak
Blinn College

Glenn Perser
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Constantine Petrides
Borough of Manhattan Community College

Roy R. Pipitone
Eric Community College

William D. Raffield
University of St. Thomas

Richard Randall
Nassau Community College

Betsy Ray
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